SEP 30 1935

THE Publishers' Weekly

The American Book Trade Journal

OCT 30 1935 PERIODICAL DIVISION

VOL. CXXVIII SEPTEMBER 28, 1935 NO. 13

"Amazing . . . I simply gobbled it,"
says **SINCLAIR LEWIS.** *"The Asiatics* is an amazing book. I don't know of any other novel at all like it—in its device of using *travel* much as an historical novel uses *history.* It is as rich as tapestry. I simply gobbled it—though I did read every word."

"An absolutely new, genuine talent,"
says **HUGH WALPOLE.** "I have rarely read a book that is so poetic in its fantasy and so real in its detail. The book has haunted me. Here, I am sure, is an absolutely new genuine talent who should mean a lot to American literature."

THE ASIATICS

By FREDERIC PROKOSCH

A first novel unlike anything you have ever read. We could describe the picaresque adventures of the hero, the throng of amazing characters, the nervous vigor and suppleness of the style. But the quality remains indescribable—and will make this one of the sensational surprises of the season. Coming October 22nd. $2.50

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THE PUBLISHERS' WEEKLY, Publication Office, 19th & Federal Sts., Camden, N. J.
Editorial and General Offices, 62 W. 45th St, NewYork, N.Y. Subscription $5; Canada $7.50;
Foreign $6; 15c a copy. Entered as second-class matter at the Post Office at Camden, N. J.
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On October 11th We Publish

SPRING CAME ON FOREVER

By Bess Streeter ALDRICH

A Sure Best Seller Because—

(1) "Spring Came On Forever" is in the direct tradition of "A Lantern In Her Hand," *one of the greatest best sellers of modern times.* Its background, which extends from pioneer days in Nebraska up to the present Middle West—its heroine a valiant farm woman who inspired the lives of all those who came in contact with her—and its plot, which deals with the successive generations, struggling land settlers, prosperous farmers, and the children of the depression—all these elements combine to make a story that will appeal to the thousands of followers of Mrs. Aldrich.

(2) Those who have read the manuscript in advance, including some not easily convinced readers for the motion picture companies, say that the story has everything—drama, humor, pathos, and human understanding—in short, they agree that this is Mrs. Aldrich's biggest novel.

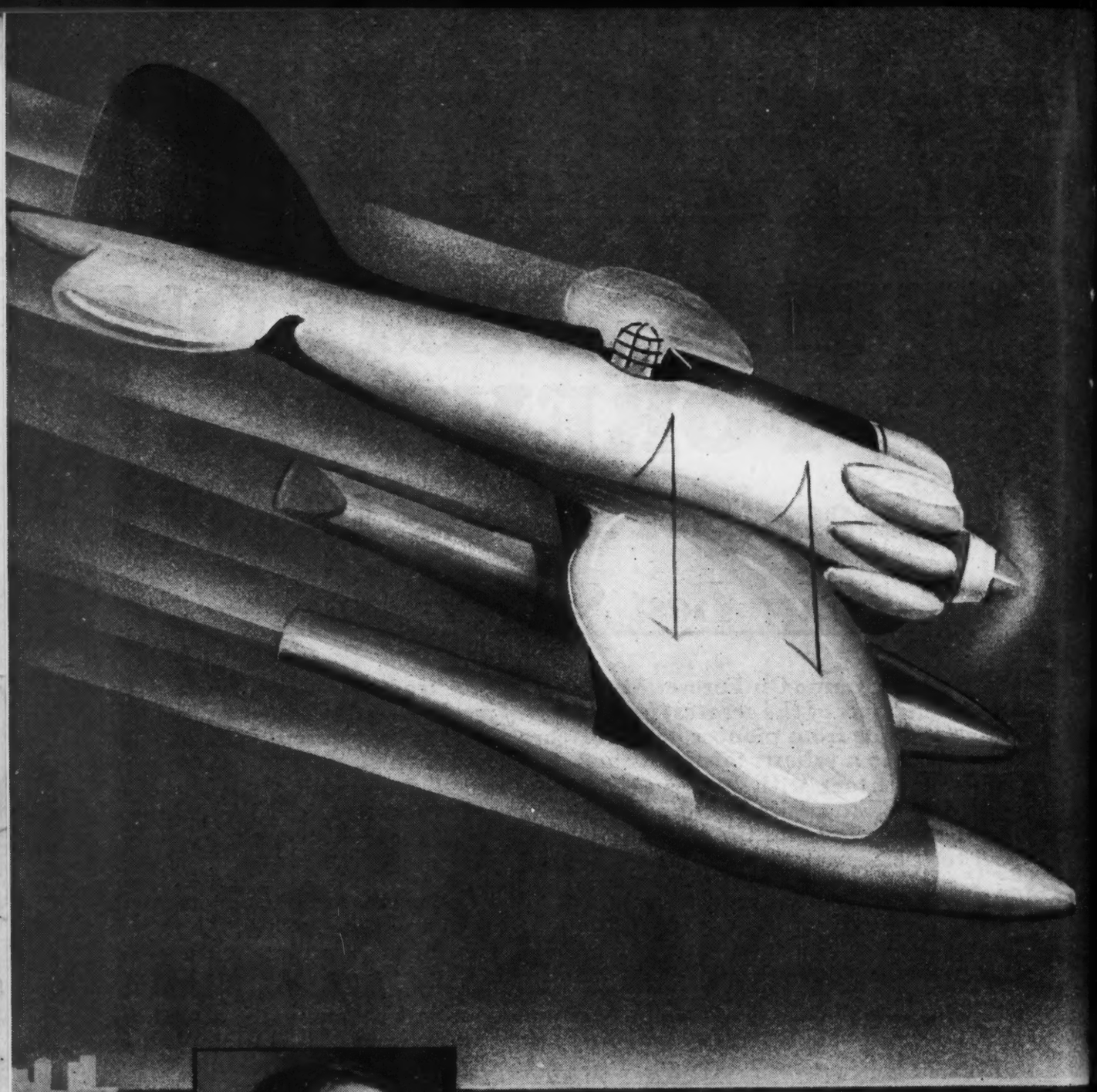
(3) The publishers are backing "Spring Came On Forever" with a nationwide promotional campaign, including extensive advertising in leading Middle Western cities. Posters and imprint postcards are available on request.

Be prepared for the rush on publication day and order ample stock of this sure bestseller novel. **$2.00**

D. APPLETON-CENTURY COMPANY

35 West 32nd Street ***New York City***

THE RYERSON PRESS, Queen and John Streets, Toronto, Ontario, handles the Appleton-Century general trade line in Canada.



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The Greatest Literary Figure of Our Times!

HIS amazing genius has produced, *in an entirely new form* a story crammed with drama, romance, and stimulating philosophy . . .

A perfect surplus-sales maker!

DUNLANY

THINGS TO COME by H. G. WELLS

A Book

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The New Form, which the author terms a "treatment", enables him to crowd, literally, *chapters* of thrilling story-detail in a paragraph, to paint a thought-gripping panorama in a brief paragraph.

To be published . . . OCTOBER, 29th

Price . . . $1.50

THE MACMILLAN COMPANY

60 FIFTH AVENUE NEW YORK

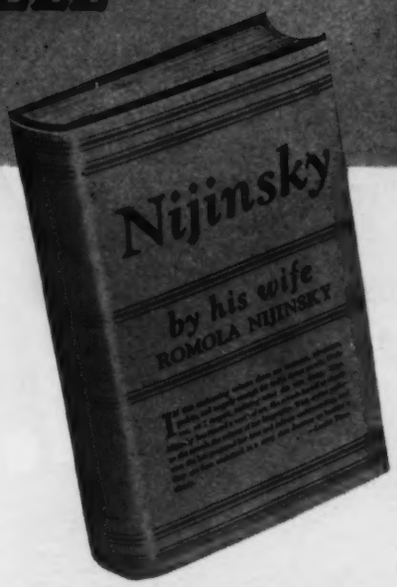
On October **16TH** *we shall publish*

DIAGHILEFF

HIS ARTISTIC AND PRIVATE LIFE

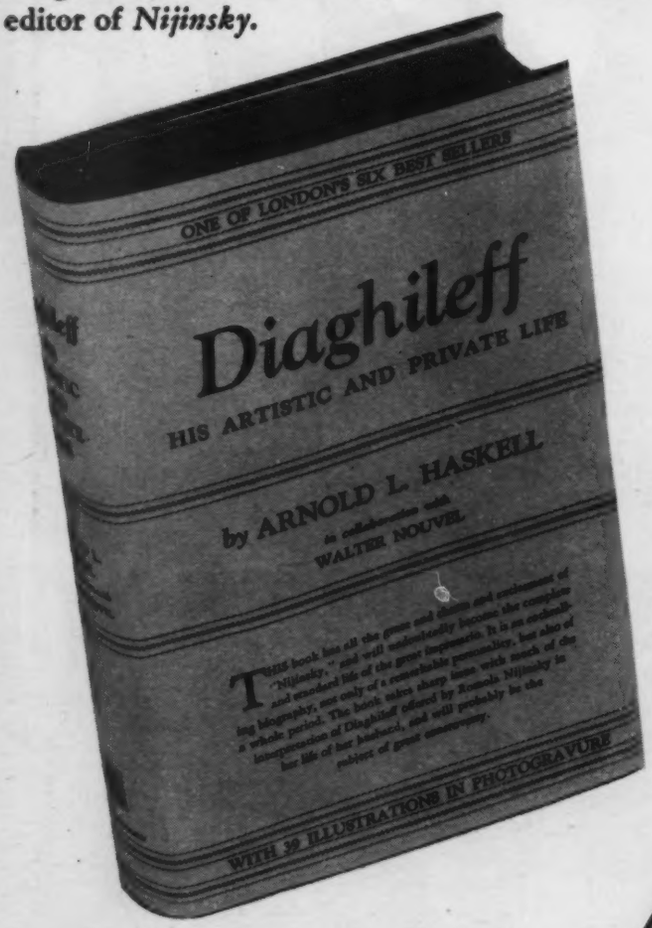
By ARNOLD HASKELL

and WALTER NOUVEL



IT is perhaps not generally known that Mme. Nijinsky's editorial assistant in the preparation of her life of *Nijinsky* was Arnold L. Haskell. We can think of no man better qualified to write a glamorous (as well as the standard) life of Diaghileff than Mr. Haskell, author of *Balletomania* and co-editor of *Nijinsky*.

Nijinsky was published on March 23rd, 1934. Its sale to date is 32,042 copies.



Diaghileff will be published on October 16th, 1935. Its sale will be —Our guess is between fifteen and twenty thousand by Christmas.

REASONS: (1) it is a very exciting human interest story. (2) There is an enormous (and constantly mounting) interest in the ballet. (3) Diaghileff was the greatest and most colorful ballet Impresario of all time. (4) It is a best seller in England. (5) We shall advertise it as we did *Nijinsky*.

PRICE $3.75

WATCH FOR THESE TWO BIG

SIMON AND SCHUSTER, INC., PUBLISHERS

On October **17TH** *we shall publish*

A TREASURY OF THE THEATRE

AN ANTHOLOGY OF GREAT PLAYS FROM AESCHYLUS TO O'NEILL

Edited by BURNS MANTLE and JOHN GASSNER

Including *in complete form*

•

OF THEE I SING by *George S. Kaufman and Morrie Ryskind*
THE GREEN PASTURES by *Marc Connelly*
ELIZABETH THE QUEEN by *Maxwell Anderson*
WHAT PRICE GLORY? by *Laurence Stallings and Maxwell Anderson*
ANNA CHRISTIE by *Eugene O'Neill*
JOURNEY'S END by *R. C. Sherriff*
ESCAPE by *John Galsworthy*
CANDIDA by *G. B. Shaw*
THE IMPORTANCE OF BEING EARNEST by *Oscar Wilde*
RIDERS TO THE SEA by *John Millington Synge*
SIX CHARACTERS IN SEARCH OF AN AUTHOR by *Luigi Pirandello*
LILIOM by *Ferenc Molnar*
CYRANO DE BERGERAC by *Edmond Rostand*
THE LOWER DEPTHS by *Maxim Gorki*
THE CHERRY ORCHARD by *Anton Chekhov*
THE WEAVERS by *Gerhart Hauptman*
THE FATHER by *August Strindberg*
HEDDA GABLER by *Hendrik Ibsen*
THE CENCI by *Percy Bysshe Shelley*
FAUST, PART ONE by *Johann Wolfgang von Goethe*
THE WAY OF THE WORLD by *William Congreve*
PHAEDRA by *Jean Racine*
THE MISANTHROPE by *Moliere*
THE DUCHESS OF MALFI by *John Webster*
VOLPONE by *Ben Jonson*
HAMLET by *William Shakespeare*
EVERYMAN *Author Unknown*
SOTOBA KOMACHI, A NOH PLAY by *Kwanami Kiyotsugu*
SHAKUNTALA by *Kalidasa*
JOB *Author Unknown*
LYSISTRATA by *Aristophanes*
ELECTRA by *Euripides*
ANTIGONE by *Sophocles*
AGAMEMNON by *Aeschylus*

1640 PAGES

PRICE $3.75

PROBABLY THE BIGGEST VALUE OF THE YEAR!

A Treasury of the Theatre **contains thirty-four complete and unabridged plays—the greatest of the world's dramas. There is a special introduction for each play by the editors. There is for students, a complete list of hundreds of other plays and a thorough bibliography. Act and Scene number of each play is printed on each page for easy reference. 1640 pages, size 6⅝x10, bulk 1¾ inches. Typography and binding designs by Philip Van Doren Stern. Finest quality material used throughout. Price..$3.75**

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MARGUERITE of NAVARRE

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The first full-length biography of this charming lady who wrote the Heptameron, forbidden tales, to amuse her adored brother, Francis I. It is amply documented, yet pervaded by a fragrant sentiment that should appeal to feminine readers. It is a natural for everyone who bought Francis Hackett's "Francis I." 392 pages. 6¼ x 9¼. Illustrated. Index. $3.50

Published October 17

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and PAUL MAERKER BRANDEN

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—the same kind of sensation "100,000,000 Guinea Pigs" made. It presents (1) an exposé of medical rackets which victimize hundreds of thousands every year, (2) a description of the mire of charlatanry into which the medical profession has been forced, and (3) a definite program for reform. Every M.D. in your town will be intensely interested in this book. *October 17.* 12 mo. $2.50

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Little, Brown & Co.

THE SMASH HIT

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The Sensational Nov

BY

ROBERT

"A magnificent book" wrote Dorothy Thompson in her front-page review in the *New York Herald Tribune* "Books"; "Magnificently absorbing reading" said John Chamberlain in the *New York Times*; "Amazing and brilliant" wrote Fanny Butcher in the *Chicago Tribune*; "Immensely interesting" said Ben Ray Redman in the *Saturday Review of Literature*; "A knock-out . . . for sheer entertainment it tops the season" wrote Harry Hansen in the *New York World Telegram* — these are a few of the top-flight opinions of this amazing new novel — opinions that *sell* books.

One week after publication and "Europa" is in its fourth big printing. Three printings are already sold out, and the fourth is rapidly vanishing. Advertising in all national media, and in leading book pages is well under way.

CHARLES SCRIBNER

OF THE SEASON

OPA

el of Pre-War Europe

BY

RIFFAULT

Robert Briffault's great novel has been compared to Tolstoy's "War and Peace," to Proust, to Thomas Mann, to Jules Romain, to Dostoievsky as a stupendous chronicle of an era in world history.

"Anyone who wishes to view a picture of the death throes of the aristocracy of Europe from 1890 to 1914 may turn at once to this book. Mr. Briffault does not omit a single shriek or quiver. . . . No one can have any respect for a grand duke after reading these pages, many of them tropical in the extreme. . . . Frenziedly alive and fascinating reading."—Clifton Fadiman in the *New Yorker*.

Here's a book that will sell increasingly all year to all readers of fiction. Stock it accordingly. $2.75

R SONS, NEW YORK

In His New Book
ROY CHAPMAN ANDREWS

tells what it takes to be an explorer and what you accomplish when you are a good one

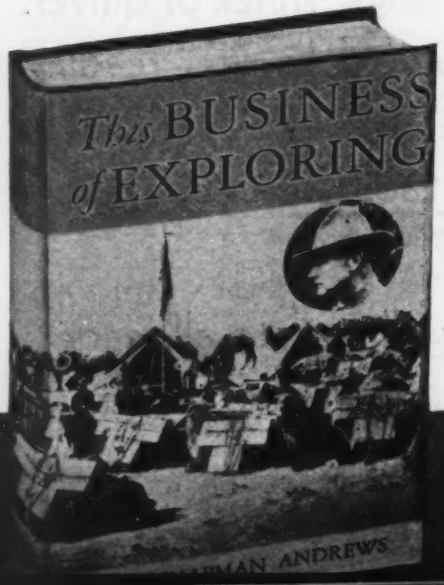
Dr. Roy Chapman Andrews, eminent scientist and explorer, Director of the American Museum of Natural History.

In this delightfully entertaining book for the general reader Dr. Andrews answers the questions so often asked about the qualifications and training necessary to be an explorer, how expeditions are organized and equipped, what the risks and dangers really are, and illustrates his points with sparkling anecdotes from his own experiences.

. . . and tells for the first time the complete story of the GOBI DESERT expeditions of 1928 and 1930

In this story of the Central Asiatic Expeditions the full details of all the important discoveries, including that of the tomb of the great shovel-tusked mastodons, are revealed. Dr. Andrews tells where they went, what they did, and how they did it, along with many amusing and delightful sidelights on an explorer's life.

THIS BUSINESS OF EXPLORING



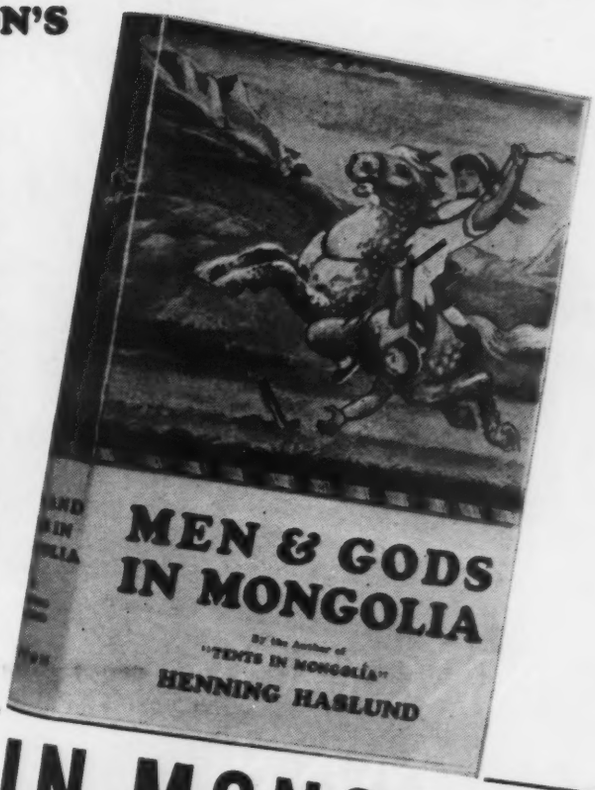
By Roy Chapman Andrews

Profusely illustrated from photographs. *Published October 15.*
$3.50

G. P. PUTNAM'S SONS, 2 W. 45th St., N. Y.

NUMBER 4 OF THIS SEASON'S "MUST" BOOKS . . .

Booksellers and Librarians throughout the country, after a careful study of our Fall Catalog, selected eleven books which they felt they *MUST* have, no matter how small the store or library. *Their* confidence in these outstanding books, as well as the publisher's, will be supported by extensive advertising and publicity throughout the entire Fall Season. (See complete list below)



MEN & GODS IN MONGOLIA

BY HENNING HASLUND. "An even more beautiful book than his successful *Tents in Mongolia* last year and slated to be the perfect gift book for those who want something choice for the discriminating armchair traveler. The same verve and enthusiasm, the same inner oneness with the people whose lives he is temporarily sharing, the same fearlessness in risking danger to go where he has set his heart on going. An absorbing inside picture of Central Asia."—*Virginia Kirkus, confidential advisor to booksellers.* The world-shaking possibilities in Central Asia will keep the intelligent reader on the alert for the powerful undercurrents and the forthright facts in this epic adventure. *Out October 14th—$5.*

★

THE OTHER TEN "MUST" BOOKS ARE—

JOSEPH CONRAD & HIS CIRCLE
NANGA PARBAT ADVENTURE
AWAKEN YOUR SLEEPING BEAUTY
RUBBER TRUNCHEON
ONE AGAINST ENGLAND
MID-ICE
I TAKE IT BACK
BROWN STONE FRONTS & SARATOGA TRUNKS
HUMANITIES
SUNLIGHT KID

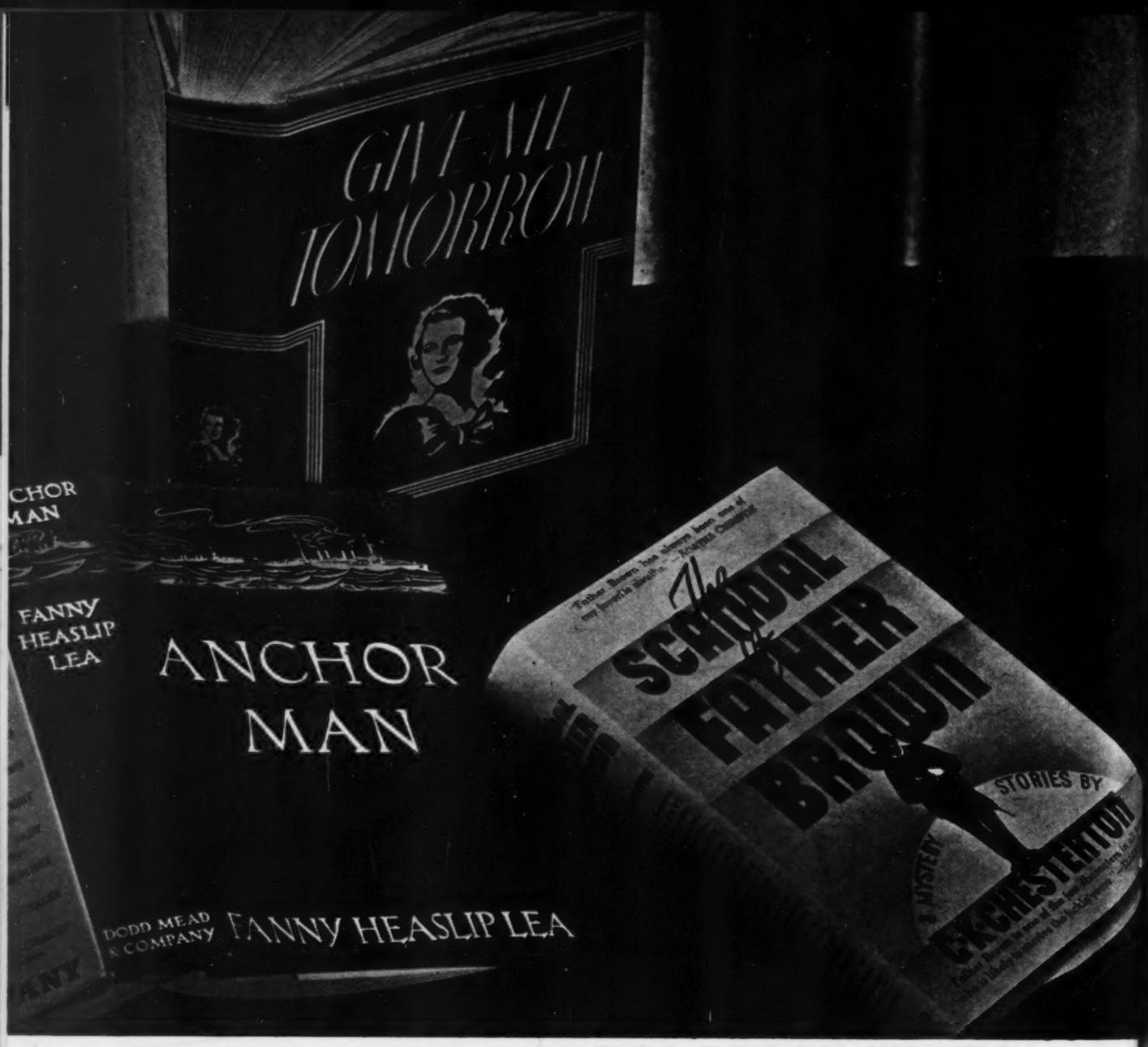
★

DUTTON SUMMER BEST-SELLERS

THREE ENGLISHMEN
50 YEARS A SURGEON
THE MAP OF DAYS
MAN OF ARAN
LIVES OF A WOMAN
MILNE $1 JUVENILES
SOUTHEAST OF ZAMBOANGA

Our Fall list consists of 78 titles, of which 8 are juveniles, 3 are de Luxe Reprints, and many are beautifully illustrated editions, etc. All are fully described in our new Fall and Children's Catalogues. May we send you a copy of each?

E. P. DUTTON & CO., INC., PUBLISHERS, NEW YORK



New DODD, MEAD Fiction Leaders

TO BE PUBLISHED OCTOBER 2nd

Fanny Heaslip Lea

ANCHOR MAN One of America's highest-paid novelists in her best story, set in Annapolis and recounting the experiences, both martial and marital, of a young ensign who was "anchor man," at the bottom of his class, but ranked top among the ladies! A gay, cleverly written novel. $2.00

G. K. Chesterton

The SCANDAL of FATHER BROWN Chesterton's wit and ingenuity at their keenest in eight new stories of the most famous priest in detective story fiction. "Father Brown," writes Ellery Queen, "is one of the few characters in all fiction who is likely to survive the fickle years." $2.00

William Farquhar Payson

GIVE ME TOMORROW An arresting dramatic theme—what becomes of the child of the man or woman condemned to death for murder! The author presents a sensitive, physically attractive girl, under the inescapable shadow of a mother's crime and execution—and the startling manner in which the girl redeemed her own name. $2.50

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The BEST PLAYS 1934 1935

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Edited by BURNS MANTLE

Here's one of your most reliable money-makers with a brilliant new collection of plays, included by excerpt and summary, and the important events in the dramatic and theatrical year. The ten plays are: THE CHILDREN'S HOUR; THE PETRIFIED FOREST; ACCENT ON YOUTH; MERRILY WE ROLL ALONG; AWAKE AND SING; THE FARMER TAKES A WIFE; THE DISTAFF SIDE; THE OLD MAID; LOST HORIZON, and VALLEY FORGE. *Illustrated.* $3.00

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ROMANTIC AND HISTORIC VIRGINIA

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Following his successful ROMANTIC AND HISTORIC MAINE and ROMANTIC AND HISTORIC FLORIDA, Mr. Verrill tells the story of Virginia—its early days and its present glories—with particular attention to the restoration of famous homes and landmarks and the varied natural attractions and beauties of the state.

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SOUTH WIND

By NORMAN DOUGLAS

A new popular edition, with twelve full-page illustrations in color by Angelo Valenti as formerly published in the *Ebony Library.* $2.50

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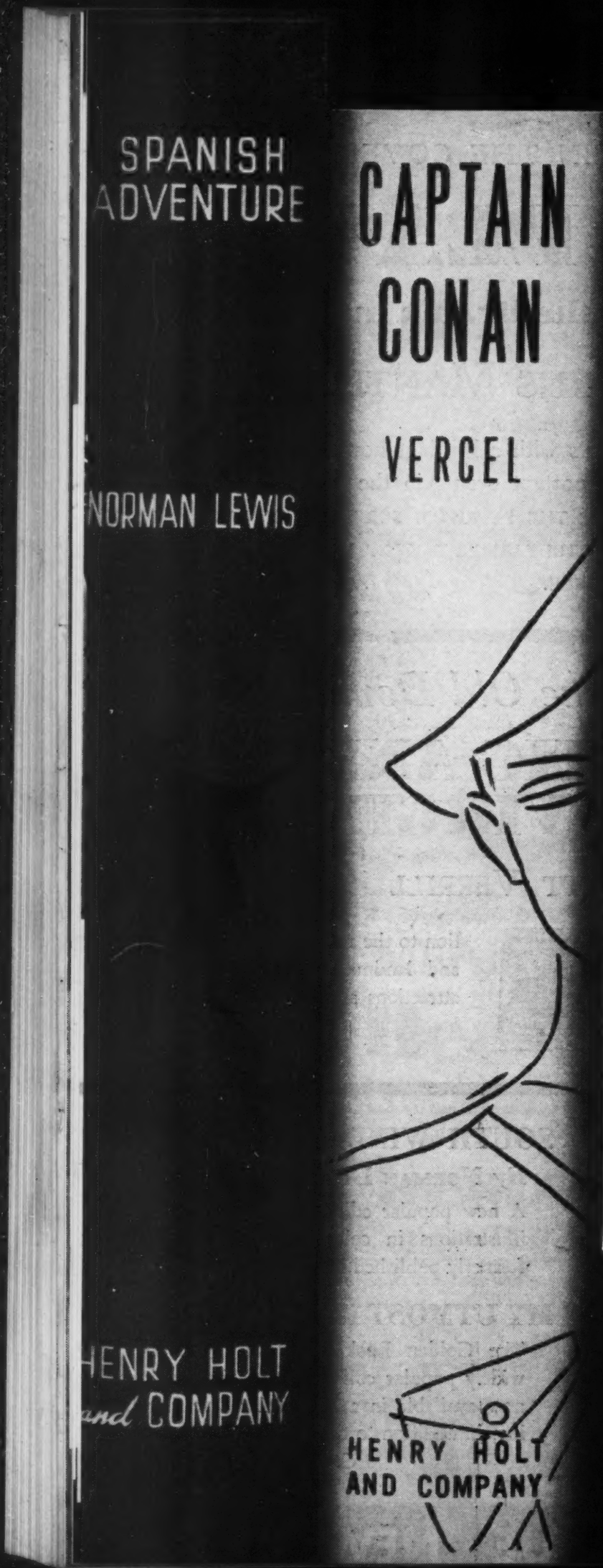
BOOKS YOU OUGHT



CAPTAIN CONAN

by Roger Vercel

A superb treatment of a hitherto unrevealed post-war problem in an absorbing psychological novel. Captain Conan is the story of those men who were taught to love the terrible excitement of war—who feared their return to a civil life which they knew would be, for them, hopelessly drab. Prix Goncourt 1934. Will be widely advertised. Oct. 31st. $2.00.

●

SPANISH ADVENTURE

by Norman Lewis

The author's irrepressible sense of humor, his sparkling word pictures of the strange people whom he encountered make this volume delightful entertainment. A rollicking, hilarious book which is at the same time a shrewd appraisal of modern Spain. A Holt leader for fall. Illustrated with 25 photographs. Oct. 24th. $3.00.

HENRY HOLT AND COMPANY

TO KNOW ABOUT

HESTER AND HER FAMILY

by H. W. Freeman

The author of Joseph and his Brethren has returned to the metier of his previous success in a warm, vital novel about a group of passionate and unforgettable characters. Hester and Her Family will be heartily welcomed by that large audience which gave Freeman's earlier work such an enthusiastic reception. We intend to spare no effort to reach that audience. Nov. 7th. $2.00.

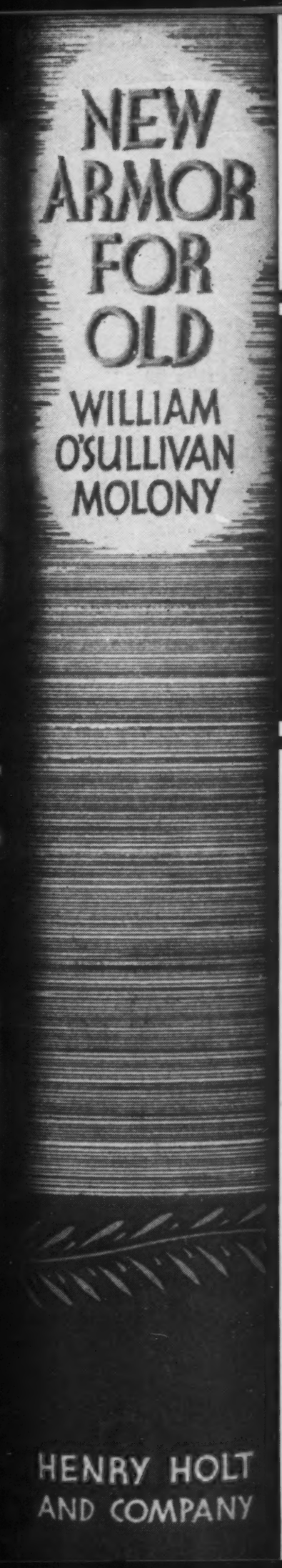
•

NEW ARMOR FOR OLD

by William Molony

A vivid account of strange adventures and the story of an eighteen-year struggle against a mental disorder caused by the author's shattering experience as a German prisoner of war. For those interested in post-war Europe and for those who appreciate autobiography which is sincere, outspoken and truly great. Oct. 17th. $3.00.

1 PARK AVENUE
NEW YORK CITY



The HEAVEN

The life and

THIRD PRINTING BEFORE PUBLICATION

Romance and adventure... that's what sold such books as *Scaramouche, Anthony Adverse, Arundel, Mata Hari, Marie Antoinette*...

Romance and adventure... that's what will sell this extraordinary story about *Lola Montez*, the lovely dancer and adventuress...

Lola Montez is one of the most fascinating characters in the glamorous history of woman. She was loved by Franz Liszt, Alexandre Dumas, Balzac and other great men of her time. She became the "uncrowned Queen" of Bavaria. Her exploits, her charm, her wit, her beauty... aroused the wonder and affection of the crowned (and uncrowned) heads of Europe. She *did* what thousands of women have secretly *dreamed* of doing. This story of her struggle to achieve power, fame and happiness through shame, splendor and sorrow is one of the sure-fire best sellers of the season.

With a lovely duotone jacket by *Beaumont*. Posters, postcards and a big advertising campaign! 690 pages, $2.50. Wire your orders. *Coming October 18.*

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381 Fourth Avenue, New York

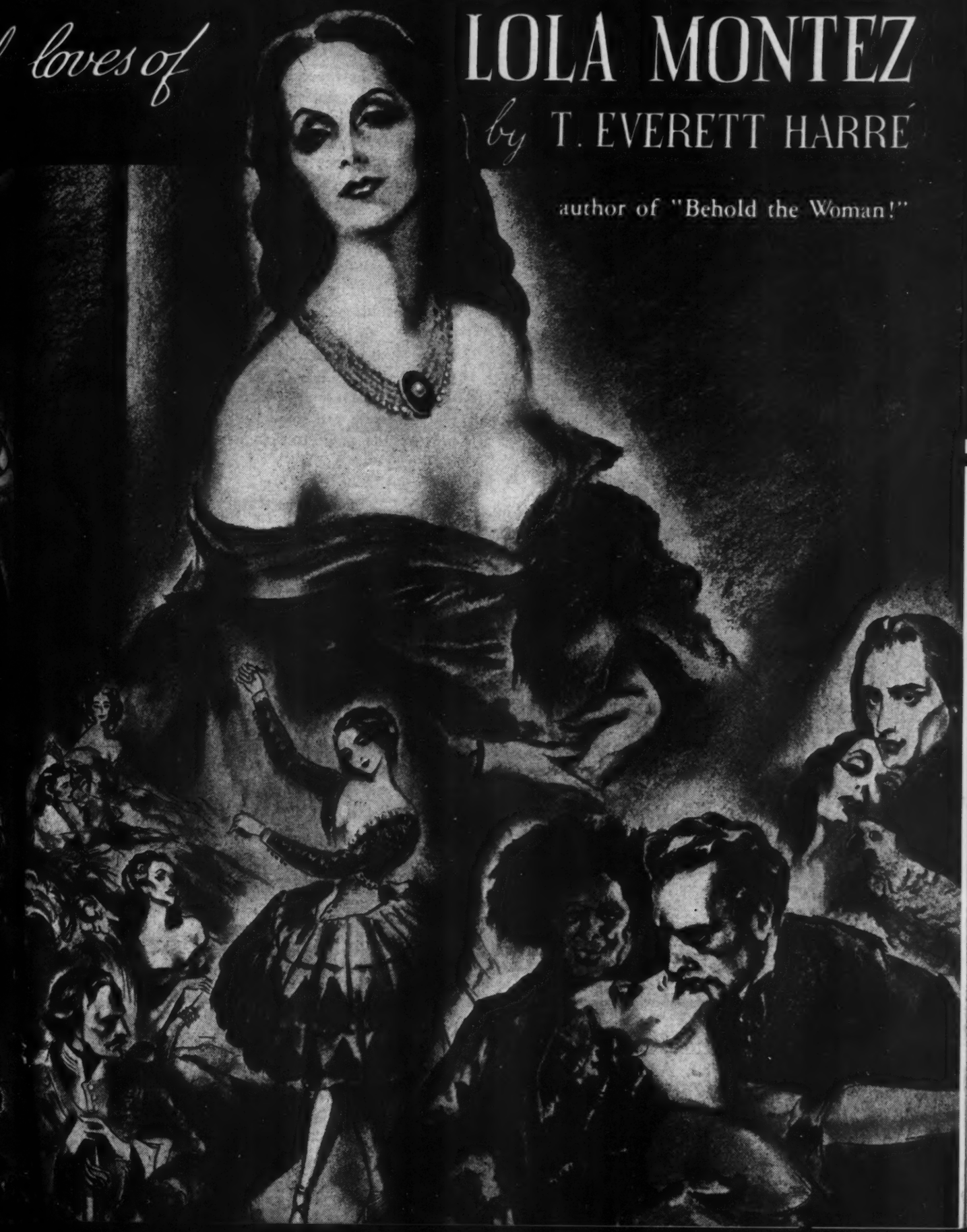
LY SINNER

l loves of

LOLA MONTEZ

by T. EVERETT HARRÉ

author of "Behold the Woman!"



Another Distinguished Critic Acclaims Ernest Raymond's "We The Accused"

"NOW that I have mentioned Ernest Raymond's "We The Accused," I want to add a few words to what I wrote about it in the Transcript three weeks ago. It is a novel that cannot be overpraised or given too much attention. In this overburdened epoch of fiction-writing, it must not be overlooked, or neglected, or forgotten. It should be kept in the public eye until its reputation is firmly established. It is a novel in a thousand, indeed a novel in ten thousand. It is the product of a mind that holds and unites the world of reality with the vigors of the imagination, of a mind that understands the alliance of life with literature.

"IT is a novel that has for its substance the interwoven warp and woof of our fallible human natures. In its pages a man and a woman are led astray, not so much by their passions, as in many novels, but by the fateful sway of their emotion. They sin and they suffer, they endure more than it seems possible for the sensitive spirit of man and woman to endure, and after continuous trials and attempts to escape the penalty of their wrongdoing, they discover that the way of the transgressor is hard and that the wages of sin is death.

"SINCE, however, the woman's is the lesser sin, she is doomed to live on after the man in the midst of her bitter memories that are qualified by a remembrance of her own unextinguishable loyalty. Moreover, in "We The Accused" Mr. Raymond writes with a facility, a beauty and a clarity of style that holds the reader as steadily in its thrall as does the story itself. The reader cannot, even if he would, escape from the grasp of a story in which even he himself seems to be inextricably involved. He reads on and on until its very end with a breathless interest that clings not merely to the story, but controls him by the powerful manner of its telling.

"'WE The Accused,' perhaps I should tell you, is the story of what leads up to, what circumscribed and what followed a murder, but it is in no sense of the term a murder story according to the conventional significance of those commonplace words, nor is it an ordinary story of a sex triangle.

"I CERTAINLY hope that "We The Accused," will take the place it deserves among the fiction that lasts as well as among the fiction of the moment."

From a talk by EDWIN FRANCIS EDGETT
Literary Editor, Boston Evening Transcript

At all bookstores, $2.50

FREDERICK A. STOKES COMPANY, 443 FOURTH AVE., NEW YORK

★ ***WE THE ACCUSED*** still heads the best-sellers in England. The Frederick A. Stokes Company is confident that the tremendous literary power of this novel will bring it to the top in this country. Advertisements like that above—and Mr. Edgett is only one of many critics to praise it—will continue to present the book to discriminating American readers. Discerning booksellers are featuring it not as just another book, but as literature, and cashing in on sales. Are you?

Coming Soon!

THE INSIDE STORY OF HUEY LONG

AMERICA'S AMAZING THREAT TO DEMOCRACY

BY CARLETON BEALS

Up to shortly before HUEY LONG's assassination, Mr. Beals was down South gathering facts at first hand about this unique individual who, in the short span of five years, and in the shrewd manipulation of our principles of democracy, became "dictator" of the state of Louisiana.

Here are the startling results of the author's ingenious findings, boldly set forth in much the same manner as he set them forth in his famous "The Crime of Cuba." It is not only a picture of Huey Long and his state, it is a provoking insight into what might have happened if he, or someone like him, became president of the United States. The book will be $2.50.

TO BE PUBLISHED

by

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Coming O

The New Novel by the Aut

GOLDEN

MARJORIE KIN

Rated "AAA" by Donald Gordon, who says: "Another sure-fire winner. No maybe at all about its popularity. This story of a young Englishman's regeneration in the Florida 'cracker' country and of the people who brought it about again marks Mrs. Rawlings' sure touch and her exceptional ear for convincing dialogue."

Marjorie Kinnan Rawlings' first novel, "South Moon Under," was praised by all the leading reviewers. Even in the dark days of the "Bank Holiday" it was an outstanding Best Seller. And it made a host of friends for the author — all of them ready to buy her new book.

CHARLES SCRIBNER

Cober 4th

uth of "South Moon Under"

N APPLES

NAN RAWLINGS

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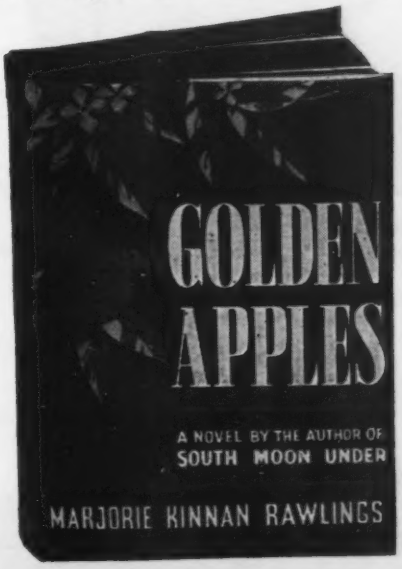

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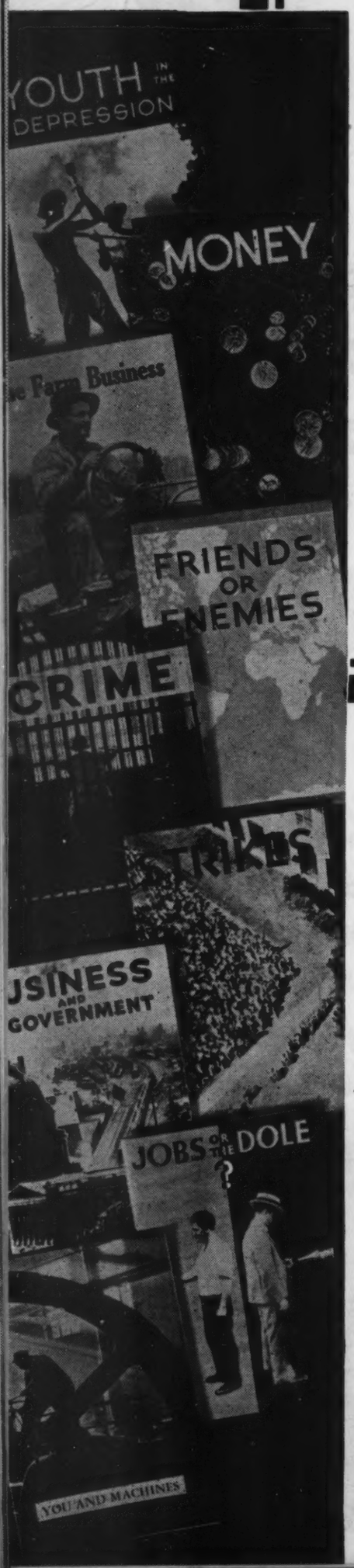

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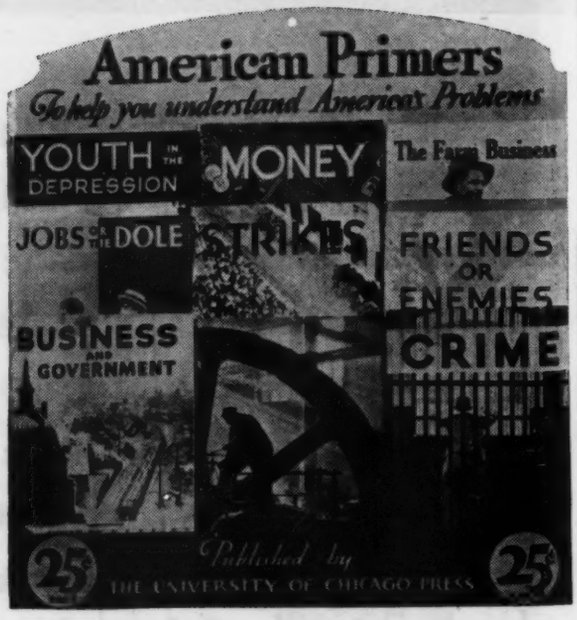

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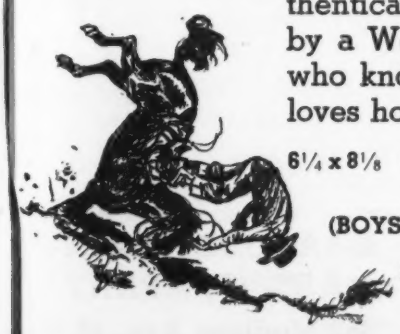

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THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

SEPTEMBER 28, 1935

A Few Sweet Notes on Publishing

A Realistic Approach Does Not Necessarily Mean a Pessimistic One

ALEX L. HILLMAN

President of Hillman-Curl, Inc.

I WANT TO TAKE this opportunity to thank you for the article, "A Few Sour Notes on the Book Business," which appeared in your issue of August 17th. I feel that it is a very intelligent discussion of the problems involved, and that the *Publishers' Weekly* is to be commended for concerning itself, and for being the organ in which this interesting point of view should be presented. If I take any exception to portions of that analysis it is not because I fear being realistic; on the contrary, I fully appreciate that a critical, realistic analysis of all of our problems can only be most helpful.

I doubt that any industry makes money over a long time fooling its customers; I am positive that no industry can make money fooling itself. But a realistic approach does not necessarily mean a pessimistic one, nor does it mean swallowing uncritically the prophets of economic and cultural despair.

I have no quarrel with those parts of the article which concern themselves with editorial policy, publicity, and advertising; but even here obviously the last word has not been said. Many of the units of our industry have shown not only wide intelligence and genuine understanding of many branches of human thought in their editorial policy, but have also displayed great skill and ingenuity, and I am confident that on the creative side our industry suffers probably less than that of any other occupation in this country. Here as everywhere else in human affairs there are weak links. But it is an interesting fact that throughout the depression not a single major bankruptcy has occurred in the publishing business. Not only that, but the old, well-financed firmly established houses have with very few exceptions earned interest on invested capital. This at a time when the largest industrial organizations in America, catering to the widest necessity markets, were losing millions of dollars. It is natural for men to complain—the other fellow's pasture is always greener than ours. But this is not realism—it is naïvism.

That to an uncomfortable extent our distribution has broken down, there can be no question. A six-year period of deflation unparalleled in the history of modern times has naturally eliminated weak retail outlets. Small retailers are never hardy, and in the book business that has been especially true. But even that is not a hardship from which books have suffered more than other lines of activity. I went to Baltimore recently on a selling trip and my Pullman neighbor bewailed the fact that at one time he had 150 dry goods stores to which to sell handkerchiefs in Baltimore; he now has only 35, of which he could extend credit to only 20.

This is not a problem which can be solved in one day. It is not a task which can be accomplished in one year. Over a stretch of time, if general business improves, and in my opinion (as will be pointed out more clearly) it will improve, and we are facing a large period of expansion, those retailers who are now in business will build from profits a new capital structure thereby enabling them to carry larger stocks of books, which in turn will enable them to sell more books. The circle is vicious in its depression: less money, fewer books, fewer sales. It is equally kindly during the ascension: more

books, more sales, more money, more books, and so forth. The recent expansion of Doubleday, the promised expansion of Brentano's, are already steps in that direction.

What People Want

I do think that at one point an addition might be made to the criticism of editorial policies contained in the anonymous article, and that concerns itself with the general desire on the part of the book publishers to sell "culture" rather than entertainment. Somehow I do not feel that we are the chosen few whose duty it is to introduce "culture" to the heathen masses. I think our function is well fulfilled if we sell what people want. After all, neither we nor anybody else in a democracy of spending are the final arbiters or the final judges of values. When we go to a show, or a movie, or a concert, it is sufficient that the evening is an entertaining one. Why must a book be heralded as the most "important" book, when what prospective readers are interested in is not the most "important" book but just simply an entertaining book? My general feeling is that if we lean over in selling entertainment, and lean back a little bit in selling "culture," we will probably do a little better. But here, too, the question is one of degree and not one of kind; it is a question of emphasis and not of difference.

And now, for the most important portion of the article, that portion which is the real crux of the "sourness" in the "notes." I refer to the *ad hominum* argument that most books are bought by the middle class, that our prosperity therefore depends on the middle class, that the middle class is being wiped out, therefore that we can have no prosperity. Here is one of those dangerous theses starting from an only partially true statement, going logically on until we lose sight of the first statement, and see only the logical conclusion. It is characteristic of what the writer refers to as the best economic minds of the Left of our time, Corey, Strachey, Laski, and Soule, and unnamed government statisticians (Lord help critical economic theory if these naïve, unsophisticated minds represent the best thought of our time), but aside from that, let us assume the truth of the facts which this argument reflects.

Let's assume that the middle class is being wiped out, from the standpoint of ownership and income, not psychologically or sociologically. Obviously books will not be the only things to suffer. Who uses all of the automobiles in the country? Who uses what my friends in the ladies' ready-to-wear business euphemistically describe as the $29.50 dress? Who uses cosmetics? Who uses silk stockings? In fact, who uses almost all of the consumer goods in our civilization which are not reducible to the absolute necessities of life? Obviously the middle class in our civilization is really the consumers' goods-using class. That proposition has taken on all the virtue of an axiom. If books suffer because of the failure of the middle class, then all industry must suffer. Then we are facing a severely contracting, declining capitalism, a period of disintegration, torture and despair. As publishers we have little to worry about. We will have plenty of company in our grief.

The trouble with this analysis is that it proves too much. Our anonymous friend has ceased being the book publisher; he has become the social prophet. We are now in the realm of politics, not book publishing. Those of us who belong to the Left Wing and who believe that Soule, Corey, Laski represent the best of economic thought will probably agree with him. Those of us, on the other hand, who belong to the older and more orthodox school of economic thought will be inclined to believe that we are coming out of this depression, that we are facing a period of expanding capitalism, a period in which consumers' goods will be used more widely and more fully than ever before in the history of human society. That was the story of America from 1920 to 1929. Our middle class expanded ten times over during that period.

Still Expanding

I am inclined to think that our middle class is still expanding. I think that is the contribution of this century. If the middle class is not expanding economically on the basis of income and ownership, it is expanding sociologically because our colleges and universities are grinding out mentalities with the middle class psychology. The learned professions are increasing their membership all the time, and a lawyer is more likely to read books even if he earns $800 a year than a union stevedore earning $2500 a year. And if our lawyer friend

cannot buy books he can rent them, and the circulating library with its technique of making books available to even the slimmest purse is one of the most important developments in our industry, even though many publishers either do not take it seriously or regard it with alarm and despair. If the circulating libraries and the public libraries could be made genuinely effective, the one on the basis of proper capital structure, the other on the basis of adequate public funds, those two units in themselves could make many of the mediocre books of which the writer speaks which now sell 700 or 800 copies, profitable. Such an innovation would mean that hundreds of books which now have only a modest sale would get fairly wide distribution because while worth 15c for rental purposes they are not worth $2.50 for ownership purposes.

All in all, the problem is much more complicated than "A Few Sour Notes" indicates. In fact, all of life is much more complicated than Soule, Strachey, Corey and Company, and the government statisticians (especially under the New Deal) consider it to be.

If I am sure of anything, I am sure that a parody headed "A Few Sweet Notes" would be just as true as its original.

Elisabeth Bevier Hamilton

The Second of a Series of Sketches of Children's Book Editors

MURIEL FULLER

ELISABETH BEVIER MAJORED IN MUSIC all through Vassar, and for two years after her graduation she studied music intensively while living with her father, then Dean of Rutgers College, in their New Brunswick home. Not long after that, the superintendent of schools of New Brunswick decided to organize a chain of school libraries and he offered Elisabeth Bevier the job. She had never taken the usual teachers' courses, like psychology and education, so she took examinations, passed them and got her certificate. After holding the position of Supervisor of School Libraries in New Brunswick for several years, she decided she ought to have some real library training, so she took a year's course at the New York Public Library School. In 1926 she went to Harcourt, Brace to do direct contact work with school and public libraries.

Elisabeth Bevier Hamilton

Harcourt, Brace already had a distinguished juvenile department and had published Carl Sandburg's "Rootabaga Stories," Louis Untermeyer's "This Singing World" and Stephen Meader's "The Black Buccaneer."

Early in 1927 Elisabeth Bevier took entire charge of the children's books, which had been supervised until then by Mrs. Harcourt. Out of Miss Bevier's knowledge of the many gaps in reading for children grew a large number of books. Several adult books on the Harcourt, Brace list were the source of future juvenile favorites. So part of Sandburg's 'Abraham Lincoln" became "Abe Lincoln Grows Up." And this fall will appear "Boy on Horseback," a book for boys taken from the Lincoln Steffens autobiography. Constance Rourke, in writing "American Humor," found so many legends about Davy Crockett that her biography for boys almost suggested itself.

The first two photograph books for children ever published in the United States were on the Harcourt, Brace list, the popular Steichen books, "The First Picture Book," and "The Second Picture Book." One day Ray Everett spoke to Miss Bevier of how hard it was to find picture books for his two-year-old daughter of a sort she liked—books with pictures which had any connection with a baby's experiences. When Mary Steichen Martin came in two weeks later with the Steichen photographs of everyday objects familiar to all babies, the picture books were quickly planned. These picture books were an experiment, but their success was instantaneous and their imitators were legion. The photograph books by William Clayton Pryor grew out of the Steichen books. Mr. Pryor's transportation series covers airplanes, fire engines, steamships, and trains, and a new series to begin this fall pictures familiar industries. The first two books in this series are "The Glass Book" and "The Steel Book."

One day an illustrator, Eleanor Lattimore, came in with pen and ink sketches, the best of which were two of Chinese children. "How about a story of China for children?" asked Miss Bevier, when she learned the artist had lived thirteen years in China. "Why, I don't write," was the reply. "I've never written." But a year later Miss Lattimore came in again, this time with the manuscript of "Little Pear" under her arm. Three other successful books have followed.

One of the outstanding authors on the Harcourt, Brace list is Louis Untermeyer. The Italian government awarded him last fall the Enit award, given for the most distinguished book on Italy, for his "The Donkey of God," a book of stories about Italy for children. "The Last Pirate," published last fall, makes available in story form the plots of seven of the Gilbert and Sullivan operettas, retold as only a master story-teller can. Mr. Untermeyer and Miss Bevier racked their brains for an illustrator. "If only Reginald Birch would do them," said Mr. Untermeyer. "He would be just the one." "Yes," replied Miss Bevier, "if only he would." Miss Bevier got in touch with him and found he knew every line of the librettos and every note of the scores of the famous operettas, and he would not illustrate a book remade for children if Mr. Untermeyer profaned them in any way. But even that ardent Savoyard capitulated when he read the manuscript, and his drawings are a delight. "Rainbow in the Sky," a new anthology of poems for children by Mr. Untermeyer, will appear this fall, with drawings by Reginald Birch.

Stephen Meader was one of the first juvenile writers on the Harcourt, Brace list. All seven of his titles are popular, from "The Black Buccaneer" to "Lumberjack." Maxwell Reed came in to Miss Bevier one day with the manuscript of "The Earth for Sam." For several years Mr. Reed had written to his nephew, Sam, letters describing prehistoric animals about which the boy, he was nine or ten, had a great curiosity. Sam's mother saved the letters and insisted that they ought to be published. Another followed and the third will appear this fall. Dorothy Kunhardt wrote "Junket is Nice" for her own children, and her second and third books have won the same popularity. She is a find, as there is so little real humor for children. One day Elisabeth Bevier heard Mary Gould Davis, head of the story-telling division of the New York Public Library, tell Italian stories. She asked her to write them down, and "The Truce of the Wolf" was the result. "The Handsome Donkey," by Miss Davis, was an outgrowth of her travels in Italy, "A Lady's Kingdom," to be published this fall, is the result of her summers spent in the Maine woods. These are only a few of the incidents that are the outgrowth of Miss Bevier's keen editorial sense, and wide knowledge of what children like to read.

Again, while May Lamberton Becker was editor of *St. Nicholas,* she called up Elisabeth Bevier. "I have a man doing handicraft stuff," she said, "who should write a good book." So the next time Edwin T. Hamilton came to New York from Cleveland, Mrs. Becker saw that he met the children's book editor of Harcourt, Brace. Mr. Hamilton was slightly dubious about writing books. No, indeed, he didn't have time for it . . . he wasn't interested. . . . He remained, not only to write a series of excellent handicraft books (now published by Dodd, Mead) but he persuaded Elisabeth Bevier to become Mrs. Edwin T. Hamilton. That was three years ago.

Dollar Books Without Tears

A Quarter of a Million Volumes on Economics and Sociology Sold by New Republic *in Ten Years*

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of Franklin Spier and Aaron Sussman, Inc.

THE *New Republic* has just sold its 250,000th book at a dollar a copy. An inquiry into the methods and success of one of the most interesting forms of special publishing in America seems very much in order at this moment.

Particularly since these 250,000 books have been sold practically without benefit of paid advertising. As an advertising man, that phenomenon interests me. It should, in fact, interest every publisher and bookseller who is looking for new ways to enlarge his market, or for new methods of selling.

These books have been sold to people in all walks of life all over the country. They have been sold through bookstores and direct-by-mail in nearly equal quantities. They are serious and important books, works on child education, sociology, economics, philosophy. They are real books: well printed on good paper, and although (except for the most recent volume) they are paper-bound, they look and feel and act like regular books, worthy of inclusion in fastidious typographical company.

Some of these books have been reprinted four, five and six times; the average sale has been over 6,000 copies of each. One ("Youth in Conflict" by Miriam Van Waters) has had nine editions; a total of 28,000 copies. To the average publisher, struggling with might and main to sell out even the first edition of a non-fiction work at $2, $3 or even more —breathing a great sigh of relief when he has at last covered his plant costs—this is all decidedly interesting. It becomes even more so when one remembers that although the purpose of *New Republic* Books is principally to secure distribution for certain social and educational books, it nevertheless returns a very nice profit. (The first five years of the Series cleared $28,000; the second five-year period headed into the depression but is still financially successful.)

The first book published was E. C. Lindeman's "Social Discovery." It was rather too bulky and in format resembled the regulation volume to which the public had been accustomed, instead of capitalizing the fact that here was an entirely new kind of new book, at a dramatic new price. Succeeding volumes were made more compact, printed on 50-lb. antique stock, and the covers were attractively printed with posterish designs in colors and protected, first with glassine, then with cellophane, sealed envelopes.

Although a large proportion of the business is direct-by-mail, a healthy proportion of sales has been made through stores throughout the country which carry a complete representation. Every mailing piece, in fact, suggests that the book described can be seen at any good bookstore or may be obtained by sending in the printed coupon to the publisher.

Take Kenneth Burke's "Permanence and Change" (the latest book issued), as an illustration. A book of 352 closely printed pages, pleasant to hold and to read; bound (this is a departure from previous practice) in a flexible, washable gray cloth binding. Its purchasers may have been attracted by the appearance of the book itself on a bookstore counter; they may have been attracted by the price of one dollar on a new book—not a reprint. They may have known of Burke's previous work and have been aware of his standing as one of the most interesting and venturesome of the present day writers on aesthetics and philosophy. Or they may simply have seen the book advertised in the *New Republic* or in one of the two advertisements for the book that appeared outside the pages of the *New Republic*, a book advertisement that didn't look like a book advertisement: a single crowded column of six-point type, set solid, with no illustrations, no human interest headline, no "dramatization," no appeal to your cupidity, your snobbery, or your sex instinct. The only display line in

the advertisement was a short heading, reading: "If you are interested," followed by a long list of purely intellectual matters in which, conceivably, you or some other civilized person might be interested. And at the bottom, an invitation to send a dollar for "Permanence and Change" by Kenneth Burke.

This advertisement, without a single "quote," a "why-we-published-it-and-how-agog-we-got" or a "masterpiece," nevertheless sold the book. The first edition was of 2,000 copies; the *New Republic* expects to sell out by October, and will reprint at once.

The whole approach to the problems of selection, presentation, and promotion of these volumes is so refreshingly unorthodox that I asked Daniel Mebane, treasurer of the *New Republic* and in charge of the Dollar Books, to explain the plan behind the Series.

"The *New Republic* believes," said Mr. Mebane, "that books are made by authors—not publishers. We believe that any author with something of value to say should have an opportunity to have his book published, and we supply that opportunity, whether or not it is a book that can ever be expected to sell. We do not try to make best sellers. We are interested primarily in selling the first edition of each book. We do it as economically as possible, and we go as directly as possible to the reader. By the natural laws of economics, however, the second and subsequent editions (if there are such) are produced even more economically. To sell the first edition, which is always 2,500 copies, is, however, our primary concern; and we are not worried if the edition is not sold immediately—we are willing to wait three years to sell it out if we have to, though most of the books go into a second printing in a much shorter time than that.

"The *New Republic* Books carry no overhead; they bear their direct expense only. And there is very little expense for advertising; 99% of our display advertising is run in the *New Republic* itself, for which, happily, we pay nothing.

"We publish books which would not otherwise be published. We have obtained a first hearing for authors whose subsequent work has immediately been sought by other publishers." Mr. Mebane cited as an example "Investment Trusts Gone Wrong" by John T. Flynn, which brought its author eight bids from other houses. Other books on the list illustrate the type of book that the *New Republic* has endeavored to sponsor: works of "permanent yet contemporary value, of specific and immediate interest; something more than pamphlets yet less than 'bound volumes.'" "What Electricity Costs" edited by Morris L. Cooke, "Laissez-Faire and Communism" by J. M. Keynes, "The Power Fight" by Stephen Raushenbusch and "Totem and Taboo" by Sigmund Freud are some representative examples of the kind of book issued. Some of the authors, like John T. Flynn, Eduard Lindeman, Miriam Van Waters, Agnes de Lima, Michael Farbman and Max McConn, who have achieved national recognition in their respective fields, received their first book publication in the Dollar Series. And Mr. Mebane believes that the Series has influenced other publishing houses in the direction of a greater interest in books on social and economic matters.

The type of book published springs naturally from the interests of the magazine and its editors, who are also the editorial selection staff of the book publishing project. The many current phenomena of politics, economics and sociology are treated weekly in the magazine and lead naturally to more extensive treatment in more permanent forms: i.e., bound volumes. (Only a few of the books, however, have been compilations of magazine articles; thirty-four of the thirty-eight publications were completely new and original material.) Every *New Republic* book is a "natural" in the sense that there is a known audience whose interest in the subject has been proved by current economic movements and professional activities, or by the magazine's correspondence columns.

There is no question but that the dollar price is an important factor in the successful distribution of the books even though it could not possibly be adopted by the average publisher under the ordinary set-up. Here is how the *New Republic* works it:

On the first edition of each book:

The author gets, per copy	10 cents
The book costs to manufacture	34 cents
Total cost	44 cents
To this must be added postage, average per copy	8 cents

("Permanence and Change"

cost 8 cents more than the previous average, on account of greater length and the cloth, instead of paper, binding.)

Regular discounts are allowed to the trade, but because of the high proportion of direct sales, the average receipt per copy is ..... 80 cents

Subtracting royalties, manufacturing cost and postage from the average receipt there is left 28 cents for profit, overhead and promotion.

This doesn't seem like much per copy, and it isn't; but it amounts to $700 on the first edition of 2,500 which is usually enough to sell the first edition out, which was the object of the whole operation.

The first edition is printed from type. If a second edition seems to be in order, this bears the cost of plating. The manufacturing cost is then 24 cents, the author gets 15 cents; adding 8 cents average postage gives a total cost of 47 cents and leaves 33 cents for overhead, promotion and profit. The third and subsequent editions bear no plant cost; the manufacturing cost is 18 or 19 cents per copy; the margin for overhead and promotion and profit is increased to 39 cents—which is not bad on a dollar retail price judged even by any publishing economics!

Of the *New Republic's* thirty-eight books, twenty have been reprinted at least once, and eleven have gone into three or more printings.

The general publisher, looking at these figures and this record, with a possible eye to finding out something that will aid *him*, will undoubtedly say: "But they don't have to pay for advertising in their own magazine. And how can you run a publishing house without overhead? And what about selling expense? Where are the salesmen?"

Here are the answers: There is low selling expense because Mr. Mebane doesn't try to canvass the entire trade. Only those booksellers who have discovered these books and know and believe in them and are able to sell them are approached; and with these a letter or printed announcement is usually enough: the "line" has created its reputation and these booksellers, by now, have complete confidence in the editors' choices. Other booksellers write in, after seeing the reviews, or other announcements. (This sounds all wrong, but they really do.) As for overhead, the Series pays part of Mr. Mebane's salary, enough to cover the time he spends on the project; it pays for the stenographers and clerks and all other expenses directly involved in the production and distribution of the books.

As for space advertising—perhaps the solution would be for other publishers each to own magazines! But that even isn't a fair answer. Actually a great deal of the promotion is done by circulars paid for out of the gross profit, and they have been responsible for a much greater number of direct orders than has the space advertising. The free space in the *New Republic* is important mainly in that it provides generalized publicity. Mailings are made to a master list of previous buyers of the Dollar Books, the older names being periodically weeded out; but special mailings are also made to interested groups in education, business, etc. The returns from these mailings are high; they average five to six per cent on a twelve or thirteen thousand mailing. The mailing pieces are unpretentious, inexpensively printed and tell what the book is about in some detail.

The *New Republic's* venture obviously does not offer a model to be followed in all respects by any publisher wishing to try the dollar book experiment again. But it does point several morals. One is that there is a real market for selling, not renting, books of permanent value to the individual on the basis of low price. And another is that in tackling a new type of publishing it is just as well to throw away preconceived notions of distribution and costs and start afresh.

In my opinion it is hard to overestimate the significance of the *New Republic's* philosophy that "books are made by authors, not publishers." More and more during recent years publishers have inspired, ordered, concocted, and synthetized books, first conceiving the Big Idea (always sure-fire, of course) and going out, as a sort of an afterthought, to "find" the proper writer to do it. Then, more often than they care to think about, they find that they have merely given birth to one more plug, in spite of all the most strenuous efforts of their sales and advertising departments to make it go.

American Books in the Pacific

W. S. HALL
of Snyder & Hall

IX—Peiping—The French Bookstore

I BELIEVE I SHOULD apologize for the heading of this story, for it is rather difficult to describe in detail, with any regard for truth, a shop one has never seen. Anyway, it shouldn't matter, for a bookshop is only as good or bad as its owner, and knowing as I think I do, the owner of the French Bookstore, perhaps a word or two about him will suffice for the shop itself.

I was never quite certain of the seriousness with which our attempt to sell American books in the Orient was regarded, until I learned that it was the custom of dealers in various parts of China to make an annual pilgrimage to Shanghai for the sole purpose of inspecting the display of books arranged for their welcome by Mr. Snyder. Peiping is a thousand miles from Shanghai, a two and a half days' journey each way. The French Bookstore is in Peiping, and we hadn't much more than opened our trunks in Shanghai, when the door opened and in stepped the incomparable Henry Vetch.

We're bound to form a mental portrait of those we've never met but have heard lots about. I'd pictured Vetch—I don't know why—as short and stocky, bald, with thick-lensed spectacles and a black mustache. My apologies. As he came in I thought at first it was Carpentier the boxer. For those who've never seen Carpentier and who are curious about Vetch—both are about 6 feet in height, blond, French and well-built. (I've never been exactly chummy with Carpentier but I saw him attempt to fight Dempsey at Boyle's Thirty Acres and I've re-assured myself about the resemblance by perusing the numerous photos in my copy of "My Methods or, Boxing as a Fine Art," by Georges Carpentier.)

I had heard plenty about Vetch before I met him. I had read his letters, models of brevity and clarity. I had been told that no one, anywhere, knew so much about books —old or new, common or rare, whether in English or Chinese, in French or in Greek —as he. It was hard to believe although I recall being self-conscious and nervous when we met. But his smile re-assured me, and, thought I, anyone who looks that much like a prize fighter can't know all that! I was speedily set right about how much Vetch knows about books. I think he knows all that is worth while knowing. I haven't yet recovered from his habit of telling ME about books I was trying to tell HIM about. He's J. G. Wilson, E. Weyhe, A. Kroch, Dr. Rosenbach and Frank Magel in one. He's Don Quixote, Cyrano de Bergerac and Tartarin of Tarascon in the bargain. Don't take my word for it; I may be over-awed. Ask Harry Snyder. Ask anybody who's ever been to Peiping!

In the fall of 1933, John Day published "All Men Are Brothers," a sort of Chinese Arabian Nights. It was translated into English by Pearl Buck, and published in two volumes at $6.50. Mr. Vetch has bought and sold, to date, 700 sets of this work. The weightier they are the better he likes them, assuming, of course, there's real worth in the weight. That is simply one little sale that occurs to me.

For I have no notes to refer to about Vetch. I told him in Shanghai that I would like to say a few things about the shop, etc. His eyes had a dreamy look, and I knew he wouldn't tell me anything. I said "All right, you've got lots to do here, but send me a note from the train—tell me something I can base a story on." He became dreamier than ever; he looked like Carpentier in the fourth round. I've never had a word from him. He's too busy selling books in Peiping.

As for his buying books—it's as pleasant an uphill job to sell him, as I know. Obviously worthless books are attacked and tossed aside with true Gallic ferocity. (Prominent in this class are travel books by travelers who don't know what they're talking about but who managed, just the same, to get their books published. And I know no fury exceeding that with which books

of travel in the Orient—in that same class—are greeted.) Titles which up to our arrival in Shanghai, hadn't seemed terribly exciting, were pounced upon by Vetch and ordered in astonishing quantities. Other titles upon which we had set high hopes were dissected for our benefit with the information, for instance, that in the original tongue the book had gone through so many printings, that our translation was not that of the revised and better edition, and that, alas, the English (the London) edition of our book could be landed in Shanghai ever so much cheaper than ours.

Now while Vetch takes all the crowded hours of glorious life in his bookshop in the spirit of high adventure, I don't doubt that he gets an added thrill when he sells one of his own publications. I have seen, in books of purely Oriental interest, his imprint on the title-page. I asked him for a list of titles he had published. I didn't get it. But only the other day I spotted a book of his, reviewed in the January *Asia* "Practical Chinese, including a Topical Dictionary of 5000 Everyday Terms," Revised Edition, by Harry S. Aldrich, 1st Lieut., U. S. Army. 2 Vols. Mex. $15.00. That's the sort of light little effort Vetch likes to publish.

I had a more sustained view of Vetch one week-end than was afforded me during our biblio-talks. He suggested that we run down to Hangchow, not only to get away from books for a space, but to see some of the temples and meander around the places Marco Polo told his audiences about. We—Mr. & Mrs. V., Magill and I—chartered an ancient taxi-cab for a ludicrously small amount and started south. When we reached the outskirts of Hangchow the driver, a Shanghai Chinese, didn't know the way and couldn't understand the native dialect any too well. Vetch took the situation in hand. He had never been near Hangchow in his life but from a recent reading of a guide book he knew where we were going to put up for the night and just how to get there. So after a succession of "rights" and "lefts" and "straight aheads" in Chinese we pulled up at the Ke Ling Hotel (the labels read "Clean Hotel") without one wheel-revolution too many.

Well, that's how Vetch does things. It accounts I think for the fact that the French Bookstore is known all over the Orient as a shop where you can get almost any worth

Another thing I asked Vetch for and knew I wouldn't get, was a picture of his shop. So I suggested he sit still for five minutes and let me do a sketch of him. He said he would, sometime. Finally he arrived for the "sitting," quite ruined so far as I was concerned. Mrs. V. had arranged a dinner party, she had insisted he put on his formal outfit and she had pushed him into a barbershop for a hair cut. Gone the luxuriant random mop of hair, gone the open neck and hanging cravat. Gone his poise and comfort. I did the best I could. He sat until I got his nose—the rest is memory. It makes no difference to Vetch, I am sure.

while book that's in print and many that are not in print. It accounts for the fact that even if he hasn't the book he knows the quickest and cheapest way to get it.

I should at least say where the shop is. It's in the lobby of the Grand Hotel de Pekin. I picture Vetch watching this same lobby with a hungry eye. I see him pouncing on an unsuspecting stroller and convincing him in short order of the necessity of his owning this, that, and another book. I see the new owner of the book issuing forth, dazed but happy. He's spent some money, what of it? He's got the books and he's heard Vetch. He'll even go back again, next time he's in Peiping. He'll stagger out into the night with an even greater load. Voila!

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leypoldt

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September 28, 1935

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —Bacon.

Headlines Are Optimistic

The business sections of the newspapers are becoming cheerful reading again with such headings as "Sales in All Sections Reported Above Figures Registered Last Year," "Sales Increases Accompanied by Use of Great Variety of Projects," "Nationwide Drive to Push Quality Lines Predicted by Stores," "Orders Heavy as Prices Move Upward," "Mail-Ordering Heavy in Wholesale Lines." Although these headings refer not to books but to general lines of merchandise, in total they create a sense of expectancy and optimism which must inevitably affect all buying and selling.

In the current reports of income tax returns also there is a hopeful note, as collections for the fall of 1935 are 41% over those of 1934. Business men are decidedly aware that business taxes are rising and are likely to stay at a high level, but there is some comfort in knowing that there is increased business activity from which the taxes may be paid.

New York and New England have been lagging behind the rest of the country in retail returns, so that it is encouraging to find, from the September reports from the New York Federal Reserve district, that business has shown a 10.3% increase over last year.

Still more specific encouragement with regard to the booktrade is derived from the reports coming from many publishers that travelers are bringing in catalog check-ups for the first time in several seasons and that stores, especially at a distance, are willing to take a chance on the possibilities this fall.

Trained Salesmen Needed

During the fall season all retail stores expand their staffs as increased business necessitates increased service. The manager does not always, however, consider carefully the problem of the training of new salesmen to represent the store adequately in their contacts with customers.

One of the first entries on the bookseller's October calendar should be to call a staff meeting, or, if possible, arrangements should be made for a series of staff meetings at which the store policy together with sales and display methods should be discussed. A series of such meetings during October and November would do much toward insuring smooth and fruitful contacts between salesmen and customers.

Does the staff know the ideals back of the business and its policy in selecting stock? Does it know the management's attitude toward exchanges, toward special orders? Does every salesman understand all the details involved in order taking, in the charge system, in the handling of credits, etc.?

A thorough grounding on these basic points will save much friction with customers, considerable time on the part of the managers, and in many cases prevent loss of customers who might have become impatient and indignant if subjected to the fumblings of an ill-informed salesman.

The time for such training is at the opening of the fall season for the regular staff and on arrival for temporary salesmen and not in the midst of the Christmas rush. Some stores have a sales manual which they hand to new salesmen, but in smaller establishments where no such manual is available it would be well for the manager to have outlines made for the staff meetings and at the end of the series pass copies around among the staff for use as a guide.

The Educational Shift

WHAT WILL THE NEW STATISTICS of population do to our educational program? The census indicates that America is rapidly becoming a nation of adults. In 1920, according to recent statistics released from Teachers College, Columbia University, 40% of our population was under twenty years of age, usually considered the school age, and 20% was over forty-five. Twenty-five years hence if the present trend continues, only 30% will be under twenty and 35% over forty-five.

As the proportion of older people increases, our educational system must place increased emphasis on the educational problems of the adult, in order to maintain an enlightened democracy. That the adult educational movement is already proceeding in that direction is evidenced by the situation today. Reports from nearly every state in the Union indicate that adults are returning to schools in unprecedented numbers. The survey found that more than 400,000 workers are engaged on either a volunteer or professional basis in directing the training of 20,000,000 adults. This means more students than are included in the entire undergraduate school system. The government is expending $18,000,000 a year to develop this program, yet government support covers only about 10% of those who are studying.

This program of after-school study has gone far beyond its original concept of vocational training or as a method of combatting delinquency. It now includes forums for discussion of public affairs such as has been so notably developed in Des Moines, classes for the study of literature, music and the arts, family relation and parent education groups, agricultural extension groups. If printed matter is to do its full part in such a program, there must be a new conception of the type of material provided and its method of presentation, there must be more illustrations, charts, diagrams, and every advantage must be taken of the modern typographical techniques to make the material attractive and easy to study. This immense program is not like the old evening school, maintained chiefly for the new Americans; it is maintained for the average American of all classes and types, for the ambitious young people, and for the older people who want to enrich their lives or to make their citizenship more intelligent. We have only just begun to learn how to serve those who want informal education, who want to draw to themselves what they need rather than to sit quietly and accept what comes their way. The adult student is a rapid learner and is more clearly convinced than the younger student of just what he wants to know. Only by keeping aware of what the student actually wants can those who provide teaching material supply the right tools for aids to education.

American Material Wanted

THERE SEEMS TO BE LITTLE DOUBT that the rare book business is showing signs of revival and that new life will first appear in the field of American first editions and Americana. The late Merle Johnson, who fought so many good fights in the interest of American authors and the collecting of their works, was a sure prophet when he pointed to this direction of collectors' interest and insisted that it was not a temporary trend.

Not only are the works of old standard novelists such as Cooper, Hawthorne, Longfellow and others in demand, but out-of-the-way and less recognized books are being sought for, books such as Gelett Burgess's "Purple Cow," Edward Everett Hale's "The Man Without a Country," Remington's "Pony Tracks," and twentieth century books such as "Sister Carrie," "Eben Holden," the works of Vachel Lindsay, Ernest Hemingway, and others. The broadening of the field of interest is significant, and new collectors who are coming into the field are apparently going to make their own decisions as to what they will buy and why.

Follow Nature's Lead

"IT IS QUITE TRUE that in the spring the planting fever is in the air," writes F. F. Rockwell, garden editor of the New York *Times*, "and many amateurs seem to take it for granted that this fact indicates spring to be the normal season and the best one for planting of all kinds. Plant experts and other keen observers know that man and not nature is responsible for this interpretation. As a matter of fact, nature does most of her planting in the fall and gardeners are learning that they may, with profit, follow her lead."

Perhaps booksellers, also, may follow the same lead and keep garden books out a while longer with posters and display cards emphasizing the importance of fall planting.

News of the Week

Heritage Press Plans Classics With Retailers' Needs in Mind

CALLING ITSELF the first American publishing house organized with the active cooperation of booksellers, and with the booksellers' needs primarily in mind, the Heritage Press of 551 Fifth Avenue, New York City, this fall inaugurates a policy of selling beautiful editions of classics at a price of $5. The Press has been organized by the Directors of the Limited Editions Club and its own Board of Directors includes, besides George Macy and Harold Riegelman of the Limited Editions Club, Cedric R. Crowell, general manager of the Doubleday, Doran Book Shops, Frank L. Magel, president of the Putnam Bookstore, and A. Kroch, of the Kroch-Brentano Stores. Six illustrated editions of accepted classics, each printed on practically indestructible paper and specially bound, constitute the fall list. They will appear around November 1st, and from reports of orders already placed, they are expected to be best sellers among gift books through the Christmas season.

The publishing program of the Heritage Press is expressed by its slogan "The classics which are our heritage from the past, in editions which will be the heritage of the future." To determine which titles to publish this fall and also which titles to publish at a later date, the Press, through personal letters to booksellers and also through its house organ, *The Heritage Sandglass,* asked booksellers to select from a list of 50 classics those which should be published first, those which should be published later, and also those which should not be published at all. The returns from this vote are intensely interesting. Each title which received a vote for immediate publication received two points; each title receiving a vote for publication sometime was given one point, and each title which received an adverse vote had a point taken away. Under this system "The Rubáiyát of Omar Khayyám" ranked first. "The Song of Solomon," the Directors of the Press report, would have run away with the vote, if it had not been for the fact that 29 booksellers out of the 300 or more voting did not want it published at all.

From a list of 20 most popular books the directors picked 6 titles for publication this fall. "David Copperfield" will be published with illustrations by John Austen, bound in full leather with part of the design burned into the leather and part stamped in pure gold. "The Song of Solomon" will be published in an edition with illuminations in pure gold by Valenti Angelo, bound in full red leather. "The Scarlet Letter" will have illustrations by W. A. Dwiggins, who has also designed the book in the style of 1850, and will also be bound in full scarlet leather. "The Tragedy of Romeo and Juliet" is illustrated by Sylvain Sauvage, the printing is in black and red throughout and the binding is half calf. "A Shropshire Lad" has been illustrated by E. A. Wilson and is the first edition to have been illustrated in color. It is to be bound in full brown leather. "The Story of Manon Lescaut," the sixth title, has illustrations by Pierre Brissaud, and the binding is half pigskin.

The directors have also announced that Norman Rockwell is at work on a series of oil paintings for the illustrations to "Tom Sawyer," which will be published next year or later.

The 20 titles receiving the greatest number of votes were:

"The Rubáiyát of Omar Khayyám"
"The Poems of Robert Browning"
"Green Mansions"
"The Song of Solomon"
"David Copperfield"
"Tom Sawyer"
"A Shropshire Lad"
"Leaves of Grass"
"Romeo and Juliet"
"Of Human Bondage"
"Cyrano de Bergerac"
"The Scarlet Letter"
"Manon Lescaut"
"The Prophet"
"My Antonia"
"The Compleat Angler"
"Ethan Frome"
"Messer Marco Polo"
"South Wind"
"The Golden Treasury"

As for the format of the books, they will

be sumptuously made, according to the advance reports. Full and half leather bindings, as noted, will enhance their appeal as gift editions. The paper will be of exceptional quality. The six samples of Heritage Press papers submitted to a paper chemist tested nearly equal to Class I of the Bureau of Standards, which is paper of absolute permanence. Class II papers, in which the Heritage Press samples ranked very near the top, are expected to have a life span of 100 years. And the type pages are to be designed with especial care.

The price of $5 was selected after a meeting of the Board of Directors at which the bookseller members pointed out the advantages of a standard price for all volumes, a price which would allow the making of a really remarkable book, and a price which would allow a substantial discount to the bookseller.

Preston H. Early, "Pete" to most booksellers, has been made sales manager for the Heritage Press and is at present on a six weeks selling tour, during which time he will call on 150 selected booksellers. The rest of the trade will be covered by Melrich V. Rosenberg and Company.

An indication of the potentialities of the new venture is given by the results of Pete Early's first three calls in Chicago. The first bookseller gave him orders for 600 copies of the six books; the second bookseller ordered 150 copies and the third bookseller ordered 1200 copies. In one day he showed dummies to five booksellers and took orders for 2500 books.

Three Years for Postal Violation

ESAR LEVINE, head of the Panurge Press and Forum Librorum, 70 Fifth Avenue, New York City, was sentenced to three years in prison by the Federal Court last week after a jury had found him guilty of mailing objectionable book advertisements to the Reverend Warner McWilliams of Arlington, N. J. Ben Raeburn, office manager of the Falstaff Press, 230 Fifth Avenue, New York City, is being held in $1,000 bail for the grand jury by United States Commissioner Cotter following his arrest on a warrant charging the mailing of objectionable book advertisements. The action of postal inspectors in both cases was said to be due to a strong desire on the part of Postmaster General Farley to close the mails to obscene advertisements of books, following his receipt of many complaints that such advertisements were being mailed to ministers and religious institutions.

Bibliography of Economics

AN EXTENSIVE "Bibliography of Economics" covering a limited period, 1751-1775, has been prepared for the British Academy by Henry Higgs and published by Macmillan. The committee which had charge of its compilation was headed by Professor W. R. Scott and included leading English authors: J. M. Keynes, Sir Josiah Stamp, and others. This bibliography would be particularly valued by scholars who are studying the commercial and economic situation in Europe and America previous to the Revolutionary War. The volume is one of over 700 pages listing 6,700 items, and is indexed by author and title.

F. G. Melcher Elected Head of N. Y. Library Association

AT THE ANNUAL MEETING of the New York State Library Association, held in conjunction with the New York-New England Regional Conference at Bolton's Landing, Lake George, N. Y., September 9th-14th, Frederic G. Melcher, editor of the *Publishers' Weekly* and president of the R. R. Bowker Co., was elected president of the Association for the ensuing year.

"The Power of the Press"

THERE MAY OR MAY NOT BE a moral in the following story which we reprint from the September 4th issue of *The Bookseller*, our British contemporary:

"How many copies of a book does a favourable newspaper review sell? One copy, ten copies, fifty copies, no copies? It is always impossible to say with anything like certainty and, anyhow, nearly everything must depend upon the book itself. But how many copies of a book should a thousand newspaper reviews of that book sell? Most people would suppose a good many.

"A few weeks ago there appeared over the imprint of Ivor Nicholson & Watson a book entitled 'A Housewife Looks at Downing Street,' a benevolent survey of the work done by the National Government. Not far short of two thousand copies—practically the

whole edition, in fact—were sent out to the press for review. Not only that, they *were* reviewed. After a week or so Durrant's began to consider the advisability of delivering the acres of press cuttings by van.

"No copies went to the bookshops, for the book had not been subscribed. There were, indeed, no copies for sale, the distribution of the book to the press having been the author's sole intention and desire.

"One must, therefore, imagine the public driven into the bookshops by the sheer force of this Niagara of newspaper comment, and turning away puzzled and dissatisfied at being denied. Actually, a fortnight after the book had been published, not only had there not been a single copy ordered through booksellers from the publishers—there had been received not a single enquiry concerning it."

Wiemeler Exhibit Opens

An exhibit of bookbindings of Ignatz Wiemeler opens next week at the Museum of Modern Art in New York. This is the first large showing of this master craftsman, considered by most book collectors to be the great master of bookbinding in Europe. Mr. Wiemeler is head of the Bookbinding Department of the School of Graphic Arts in Leipzig, with pupils throughout the world.

The exhibit has been brought together by Monroe Wheeler of New York, who supplies the introduction to the handsome catalog that is being prepared by the Museum. There will be fifty books in the collection, brought from various European countries.

Italians Fix Book Prices

Price-fixing has become an established fact for Italian booksellers and publishers we see from a brief article in a recent number of *Toute l'Edition*.

The syndical associations of Italian publishers and booksellers, aware of the need for a reasonable commercial discipline in their business, have recently drawn up a booksellers' code which has been given legal force by a governmental decree. The stipulations of this code are very severe in regard to conditions of selling books to the public; they impose on booksellers strict observance of the price marked on the cover of the book and forbid the slightest deviation from this.

The Federation of Bookdealers has made a placard for posting in all shops, reading:

"The prices by which books will be sold to the public, either by publisher or bookseller, are the full, obligatory prices inscribed on the cover or in the catalog.

"Publishers are forbidden to allow their clients discounts disguised in the form of gifts.

"In case of any breach of this agreement, there will be applied, besides the sanctions provided by the laws of the associations, those of Article 2, paragraph 2, of Law 163, February 5, 1934. Moreover, infringement of the law will result in the cancelling of the right of individual contracts made between publishers and booksellers."

Publishers, booksellers and second-hand bookdealers must post a copy of the present ruling in their business quarters. Also, the part of this law which concerns the public must be posted in a conspicuous place in the bookstores. At the bottom of the placard, in capitals, are the following words: "The public is begged not to ask for any reduction, considering the impossibility of granting it."

Books on Abyssinia

The smoldering situation in Abyssinia has resulted in a number of new books on the fall lists, both about Abyssinia and about Italy. For the benefit of booksellers whose customers may be asking for books on the crisis we print a list of current and forthcoming titles:

"Measuring Ethiopia" by Carlton S. Coon. Little, Brown, $2.50.

"Abyssinia Today" by C. F. Rey. Lippincott, $4.

"Mussolini's Italy" by H. Finer. Holt, $3.75.

"Sawdust Caesar" by George Seldes. Harper, $3.

"Fascism in Italy" by M. Bird. International Publishers, $2.

"Italian Ethiopian Dispute" by Newton D. Baker and Elizabeth McCallum. World Peace Foundation, $.50 and $.25.

"Black Shirt Black Skin" by Boake Carter. Telegraph Press, $1.50.

"Ethiopia: A Pawn in European Diplomacy" by Ernest Work. Published by author, $3.

"The Last of Free Africa" by Gordon MacCreagh. Appleton-Century, $4.

"The Abyssinian at Home" by C. H. Walker. Macmillan, $3.

"Abyssinia and Italy" Oxford University Press, $.75.

"Burners of Men" by Marcel Griaule. Lippincott, $2.50.

New Line of Home Bookshelves to Be Sold in Bookstores

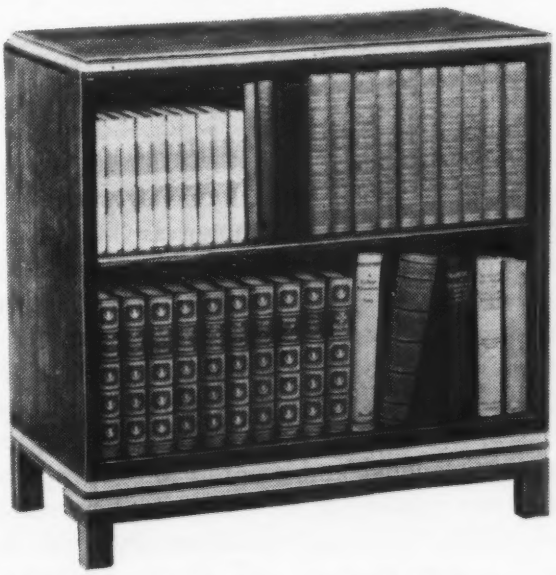
THE NEED OF MODERN AMERICAN HOUSES for suitable book cases and the advantage accruing to booksellers from the promotion of home bookshelves, a subject in which the *Publishers' Weekly* has long been interested, has been recognized by the Globe-Wernicke Company of Cincinnati, which has announced two new lines of beautiful wood bookcases which are to be actively merchandized through the retail booktrade.

Globe-Wernicke has developed an attractive merchandizing plan for booksellers whereby dealers may give customers a ten-volume set of O. Henry and a six-volume set of the *Nature Library* free to purchasers of the bookcases. Dealers are also offered a generous assortment of advertising material including window display cards, an attractive illustrated mailing piece and mats of a number of newspaper ads.

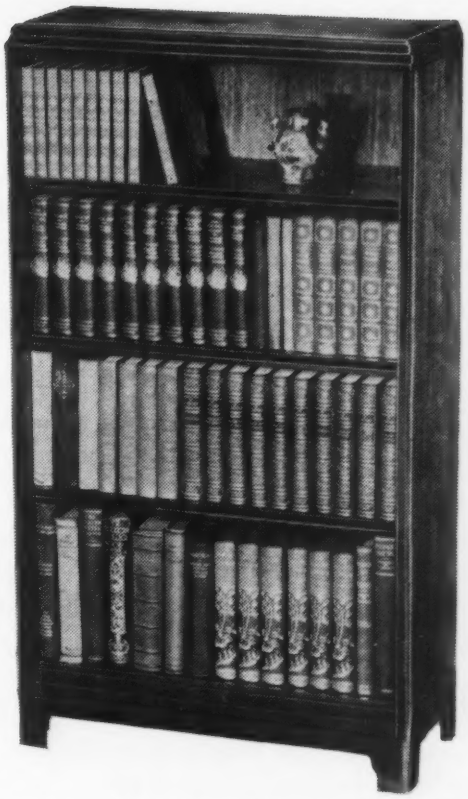
The bookcases are of modern design and fine workmanship. They are made of thoroughly air-seasoned wood, properly kiln dried, carefully selected for uniformity of appearance and each of the two styles may be secured finished in genuine walnut or mahogany face veneer. Shelves are adjustable every half inch.

There are four sizes in each style:

24 in. high	24 in. wide	12⅜ in. deep
36 in. high	18 in. wide	10⅜ in. deep
42 in. high	24 in. wide	10⅜ in. deep
48 in. high	36 in. wide	10⅜ in. deep



This illustration shows the 24" high size of the Plymouth style Globe-Wernicke bookcase



The 42" model of the Ardmore style bookcase

In addition the largest size may be obtained with full length glass doors, making a total of ten models.

The retail prices range from $15.50 to $21.50 including the free set of books, and the glass doors are $4 extra.

The Globe-Wernicke Company suggests to booksellers that they display one or two models in the bookstore, taking orders to be filled from the factory or warehouse. This eliminates the difficulty of finding display space for the entire line. One or two of the cases in the store do not take up too much room and they may themselves be used for the display of books.

The production of this new line of bookcases by Globe-Wernicke came about partly through an editorial in the *Publishers' Weekly* for August 17, 1935, entitled "Bookshelves Are Important" in which it was pointed out that it would even pay booksellers to sell bookcases without profit for the opportunity they might have to fill them. Globe-Wernicke had been considering their plan for some time, but were slightly in doubt whether booksellers would avail themselves of the opportunity of merchandizing bookshelves. The *Publishers' Weekly* was happy to inform them that a great many booksellers would be interested.

Readers of the "Pulps"

IN A RECENT LETTER to the New York *Times* A. A. Wyn, a publisher of magazines in the so-called pulp field, supplied the following estimates of the size of this pubishing industry:

125 pulp magazines are issued in U. S. A.
10,000,000 people buy pulp magazines each month
30,000,000 people read these magazines
$1,500,000 is spent for stories and articles
100,000,000 words a year are printed

(This would mean that the average rate of pay to authors was 1½ cents a word.)

Ten cents is the usual price of a "pulp" and this carries the magazine with little income from advertising.

Twain Exhibit Sent to Russia

A CONSIGNMENT of Mark Twainiana, gathered from various sources in the United States, has just been shipped by the International Exchange of the Smithsonian Institution to the Soviet Union where it will constitute a large part of an exhibit to be held by the House of Culture Library in Leningrad on the 100th anniversary of the birth of Mark Twain. The material was collected by Ruth Melamed, assistant at the Queens Borough Public Library, Jamaica, New York, and includes rare books, medals, engravings and facsimiles.

One of the ten medals struck off by Julio Kilenyi, New York medalist, especially for the Mark Twain Centennial, is being presented to the Leningrad Library. These medals have been presented by the New York Mark Twain Association to notable figures in the United States and abroad, including Franklin D. Roosevelt, Governor Lehman of New York, Rudyard Kipling, Lord Halifax, Chancellor of Oxford University, and Nicholas Murray Butler, president of Columbia University.

Charlie Chaplin and Will Rogers, who were chosen as the two men in motion pictures best typifying American humor, were selected to receive medals. Presentation was made to Chaplin, but Will Rogers' death occurred before the medal could be presented to him.

The House of Culture Library in Leningrad is said to be one of the most advanced institutions of its type on the continent. It is a public library of a popular type, catering particularly to readers who borrow rather than consult books.

Textbooks of the Future

MANUFACTURERS and book designers are invited to put into concrete form their suggestions for textbooks of the future, and these will be published in connection with the exhibit of textbooks of the future at the National Arts Club next February.

Melbert Cary, Jr., chairman of the Committee of the American Institute of Graphic Arts in charge of this exhibition, has appointed Monroe Wheeler as chairman of this special project, and information as to the character of the exhibit material desired for this part of the show may be obtained from Mr. Wheeler at 362 Fifth Avenue.

The Textbooks of the Future Exhibit promises to be one of the most interesting undertakings of the American Institute of Graphic Arts. The selection is, of course, on the design of books and not on the teaching value of the text, and the exhibit may be expected to bring in common interest together educators, publishers and all the manufacturing groups interested in bookmaking. A collection of books from foreign countries gathered by the Lakeside Press of Chicago will be displayed, and the best modern design in American textbooks will be selected from material submitted by a special jury.

Adult Education Series Published in Trade Edition

A SERIES OF BOOKS especially suitable for adult education work to be known as "The University Series" is ready in a trade edition issued by the University Society of New York. This series of popular illustrated books on science was originally published in subscription sets at $1.50 a volume, but there was so much demand for the books for general educational and adult reading purposes that the publishers have consented to make editions which can be sold separately at $1 in a cloth binding and 65c in a paper binding.

News from Publishers

ALEXANDER WOOLLCOTT goes back on the air on Sunday night, October 6th, at 7 P.M. Eastern Standard Time. He will resume his series of broadcasts, again sponsored by Cream of Wheat, over WABC and the Columbia Broadcasting System. It is rumored that in his first broadcast he will talk about two books which he read and enjoyed this summer. His own new book will be published by Viking on December 2nd. It will be called "The Woollcott Reader" and will be an omnibus volume of over 1000 pages, containing a selection from among the books and stories which he likes best, not necessarily great masterpieces, but things which he goes back to and reads again and again. The book will include 8 full-length books, and some shorter selections, representing 18 authors. The volume will contain an introductory essay by Woollcott, and notes on each of the selections.

The magazine *Letters*, established by *Time Magazine* last year as a result of the popular interest in the correspondence columns of *Time*, has recently noted tremendous interest among its readers in photography. To test that interest, *Letters* ran an advertisement a few months ago asking how many people would be interested in an annual of U. S. photography. The response was so great that arrangements were immediately undertaken and *Letters* was able to announce last month that William Morrow & Co. would publish on October 2nd a volume of photographs to be called *U. S. Camera, 1935*. This announcement ad carried a coupon on which orders could be sent to the publisher, who in turn would turn them over for delivery to the bookseller nearest the person ordering. To date 500 of these coupons have been received and more than half were accompanied by cash.

Morrow reports advance orders from the trade for 4,000 copies. The first printing will be 10,000 and there will be a possibility of only one more reprint this fall, due to the expense of manufacture. The volume will have more than 200 photographs reproduced in Beck Gravure by the Beck Engraving Company of Philadelphia. There will be several color plates. The price is $2.75.

Macmillan tells us that the most jealously guarded film in history is being completed under the direction of Alexander Korda at the Isleworth Studios in England. It is H. G. Wells' "Things to Come," the "scenario" of which Macmillan will publish in book form on October 29th. It is no ordinary scenario, Macmillan reports, but a new fiction form which enables Mr. Wells to crowd whole chapters of thrilling incidents into a single page. The story of "Things to Come" is based on the material in Mr. Wells' "The Shape of Things to Come" in the sense that the events predicted in that book are made the background of the action, which moves through warfare and destruction into a reconstructed world.

Prepublication interest in Nicholas Wreden's "The Unmaking of a Russian" has been unusual. Norton reports its heaviest advance of the autumn on this title. Letters with high praise of the book have been received from every section of the country. Guy Turner reports advance orders for over 100 copies. Stokes & Stockell are making it their "birthday" book. Displays are scheduled everywhere. Certainly the trade is behind this book by a fellow bookseller.

Bobbs-Merrill picked very unusual stationery on which to announce "The War of the Copper Kings" by C. B. Glasscock to the trade. The letters were reproduced (from a copper zinc of a handwritten letter) on paper-thin sheets of pure copper. The message they carried, while ostensibly addressed to the booktrade, was so worded that the copper sheets could be displayed along with the books on windows and on counters. The idea came as a result of a letter Mr. Glasscock wrote the publishers on copper from Butte, when he was out there gathering material for the book.

Edward C. Aswell, formerly of the *Atlantic Monthly* and of *Forum Magazine*, has joined the book editorial staff of Harper & Brothers. Mr. Aswell comes from Nashville, Tennessee, is a Harvard graduate and has been abroad on a traveling fellowship. For the past five years he has been assistant editor of the *Atlantic Monthly*.

Three printings within a week of publication were necessary to satisfy the British demand for "Paths of Glory," just published in England by Heinemann. The book has been made into a play by Sidney Howard and opened in New York on Thursday.

On October 9th Coward-McCann will bring out a new edition of "Breakdown: The Collapse of Traditional Civilization" by Robert Briffault, whose important novel, "Europa" was published by Scribner's this month. "Breakdown" was originally published by Brentano's in 1932 and, perhaps because the collapse of civilization did not seem so imminent at that time, the book had only a small sale. Now Briffault has added 20,000 words dealing with developments in Europe in the past three years and this, added to the interest aroused by "Europa," should supply the necessary impetus to make the new edition successful. Europa is now in its fifth printing.

Pamphlets containing the first three chapters of the new Sinclair Lewis novel "It Can't Happen Here" are being mailed to every bookseller in the country by Doubleday, Doran. The book is set in the year 1936 and it deals, we hear, with the possibilities of fascism in this country. Doubleday salesmen are carrying large portfolios of advertising proofs which indicate a tremendous campaign through the newspapers and magazines.

Sully Brothers, publishers' representatives, have concluded a selling arrangement with the University of Minnesota Press, whereby they will represent the Press to the trade. Among the trade editions on the University of Minnesota's fall list are "Dictatorship in the Modern World" edited by Guy Stanton Ford, just published, and "Sea Dogs of the Sixties" by Jim Dan Hill, which will be published around November 1st.

Two books of value to aspiring writers are on the Little, Brown fall list. "So You're Writing a Play" by Clayton Hamilton, formerly a member of the Pulitzer Prize drama jury, was published September 9th, while "This Trade of Writing" by Edward Weeks, editor-in-chief of the Atlantic Monthly Press, will appear on October 4th.

Authors and Others

Edna St. Vincent Millay and her husband, Eugen Boissevain, sailed on September 19th for a visit to France and England. She has just completed a new book which will be published by Harper next spring.

J. B. Priestley arrived in New York last Tuesday to supervise the production of his play "Eden End."

Burton Stevenson is preparing a whole new section of advertising slogans to be included in the third edition of his "Home Book of Quotations" to be published soon by Dodd, Mead. Mr. Stevenson will be pleased to hear from persons who know the author, origin and first appearance of such slogans. His address is Chillicothe, Ohio.

Bookshop Notes

Dutton's, Inc., is advertising three Collegiate Reference Libraries which are sold complete with a desk book rack or bookcase and bookplates inscribed with the owner's name. Dutton's Collegiate Reference Library No. 1 which sells for $25, postpaid, with a desk book rack made to fit the set and 50 bookplates includes the following titles:

Webster's Collegiate Dictionary (thin paper, indexed)
Cassell's French, German or Latin Dictionary
The Modern Complete Atlas of the World
The World Almanac
The Oxford Companion to English Literature
Bartlett's Familiar Quotations
Roget's Thesaurus
The Oxford Shakespeare
The Schofield Reference Bible.

Library No. 2 is the same as No. 1 with the addition of Everyman's Encyclopedia. It sells for $50 and includes a standing bookcase and 100 bookplates.

Library No. 3 is for scientific and technical students. It contains:

Webster's Collegiate Dictionary
Cassell's German Dictionary
Cassell's French Dictionary
The Modern Complete Atlas of the World

The World Almanac
Huntington's Logarithms
Handbook of Physics and Chemistry (De Luxe Edition)
The Engineer's Manual—Hudson
Keuffel & Esser Polyphase Slide Rule.

This set also sells for $25 with a book rack and 50 book plates. Certain substitutions that may be made are outlined on the last page of the circular Duttons uses to promote the sets.

Blown-up photographs from the book featured the display of "Black Tents of Arabia" at Strawbridge & Clothier in Philadelphia

David Randall, head of the rare book department of Scribners, won the first prize of $50 for his answers to *Vanity Fair's* Permanent Literary Questionnaire. In listing the fifty questions in the August issue, the editors said "No man is living who can answer all of the questions on these two pages. They were maliciously hatched by twenty-five distinguished writers, columnists, educators and critics." In announcing the winners the editors said: "The editor himself was able to answer only six of the queries. And the winner after weeks of research, mastered not many more than two-thirds of them." Two-thirds! Have you seen the questions?

In the list of those who made a score of 40% or more we notice the names of J. Lesser Goldman, bookseller of St. Louis; and Elsie W. Stokes of Stokes and Stockell in Nashville.

Ralph Wilson was recently made manager of the Madison Book Store, 55 East 59th Street, New York City, and the Savoy Book Shop, 123 East 59th Street, New York, succeeding Herman Cohen who has opened a shop of his own at 3 West 51st Street.

The Richmond, Virginia, branch of the Bell Book and Stationery Company will be closed on October 1st. The main store in Lynchburg, will, of course, remain open.

The British firm of Truslove & Hanson requests lists of books and publications on agriculture, mechanized and industrialized farming and farming methods to be sent regularly as issued. Correspondence should be addressed to 14A Clifford Street, New Bond Street, London, W. 1.

A Gilbert and Sullivan Book Center, consisting of a unique and complete library of Gilbert and Sullivan volumes, including libretti, scores, biographies, photographs and books for leisure reading, has been formed in the Liveright Bookshop, 15 West 51st St., New York City, by the American Gilbert and Sullivan Association. The Association has undertaken a drive to establish similar centers in every large city in the United States and Canada.

Frank Howard of Dutton's tells us they have sold 114 copies of "Mary, Queen of Scotland and the Isles," many of them through a special window display centered around the striking poster Viking made for the book.

New Shops

Chicago, Ill.—The Randolph Book Store has recently been opened at the Bismarck Hotel, 171 West Randolph Street.

Detroit, Mich.—The Classic Book Shop of 33 W. Warren St. has opened a second shop at 310 Gratiot Ave. in the same city.

Norman, Okla.—The Oklahoma Book Store was opened during the summer by M. P. Chesnut and G. C. Malone. The shop is situated at 221 West Boyd Street and carries textbooks and popular-priced general books.

Peoria, Ill.—Elizabeth Rider has opened a new shop at 409 Liberty Street. She was formerly at 104 S. Jefferson Ave., and more recently conducted a business from her home at 101 S. Perry Street.

San Antonio, Tex.—The Golden Hour Bookshop at 311½ E. Houston St. was opened on August 17th by Janet Steele of London, England, and Mrs. James Rucker of Lexington, Ky. Current fiction and non-fiction are featured. The shop also carries children's books, reprints, greeting cards and prints and operates a circulating library.

St. Louis, Mo.—The Book Stall has recently been opened at 4250 Olive St. by Julius Hirschfeld. The shop carries used books, Americana and first editions. Mr. Hirschfeld requests dealers' catalogs, lists of remainders and want lists.

Changes in Management

Philadelphia, Pa.—The Olney Bookshop at 433 W. Olney Ave. has been sold to William G. Hastings.

New Orleans, La.—Giovanna Di Albano has bought the bookshop at 717 Toulouse St. run under the name of The Crescent Bookshop from S. Feinberg. Under the new ownership the shop will be called The Principia and will deal in new, old, rare and modern books and operate a circulating library.

Changes in Address

Metuchen, N. J.—Charles F. Heartman, the rare book dealer, has moved from Metuchen, N. J. to 723 Toulouse St., New Orleans, La.

New York City—E. L. Hildreth & Co., Inc., printers, will move their New York office from 551 Fifth Ave. to 285 Madison Ave., Room 512, on October 1st.

New York City—J. Ray Peck will move on October 1st from 34 West 47th St. to 126 E. 51st Street.

New York City—B. Westermann Co., Inc., moved on September 23rd to 24 West 48th St.

San Diego, Cal.—The Hillcrest Bookshop, managed by H. B. Giles, has moved from 440 to 1644 University Ave.

Yellow Springs, O.—The name of the Antioch Book Store has been changed to The Antioch Community Book Store and the quarters enlarged. Roland Faust is the manager.

Catalogs Requested

Florence Wile, 2026 Elizabeth St., Shreveport, La., who is planning to open a bookshop and rental library, would like to receive publishers' catalogs.

Interesting Sales Record

AN INTERESTING SALES RECORD showing the possible market for a book of serious scientific character is given in a recent issue of the London *Bookseller* which reports that up to date, five years after publication, there have been 170,000 copies sold of Sir James Jeans' "The Mysterious Universe." This material, delivered as an academic lecture at Cambridge University by one of our leading scientists, when put into book form by the Cambridge University Press started off to sell at the rate of 1,000 a week. An American edition soon followed from Macmillan and in one year 130,000 copies were sold.

Postponement

"THE REINDEER TREK" by Allen Roy Evans (Coward-McCann), which was scheduled for publication Sept. 9th, has been postponed. No new date has been set.

Obituaries

JOHN A. CLEMENT

JOHN A. CLEMENT whose bookshop on the Boardwalk in Atlantic City, N. J., was established by him forty-two years ago, died suddenly on September 14th. He started a rental library in his bookshop long before the idea became so popular. He was seventy-six years old. The business will be continued by one of his sons and a grandson, both of whom have been with him in the business for a number of years.

Merle Johnson

An Appreciation

THE COMMON COMPLAINT that death came too soon can be made against the passing of Merle Johnson only if we assume that life would have been kinder to him than it had latterly been. Twice death struck at him through the instrument of cruel auto accidents. The first he survived by two years, the second by only a few months. Defiant scoffer that he was, laugh though he did at these terrible blows to his health, one felt that he divined the end was near, and he strove to meet it in much the same way he met any exigent situation, that of amiable surrender.

Although a professional bookseller, the problems of bibliography engaged his attention almost exclusively. One cannot chronicle the great sales he made, nor report with engaging anecdotage the thrills he produced in the auction room, nor again, recount the treasures that passed through his hands. These are the accepted symbols of bookselling fame, but he gave little heed to them. It was enough for him that his name became recognized as a synonym for bibliographical authority.

His "American First Editions," "High Spots of American Literature," "You Know These Lines," etc., anticipated and lent force to the growing interest in our native literature. But there was nothing provincial or chauvinistic in his championing of American letters. While recognizing the enduring greatness of our English heritage, he squirmed at the indifference to American authors displayed by American collectors. Their neglect he treated as a challenge and where our literary critics succeeded only in further embalming our writers, Merle Johnson's bibliographies inspired collectors to a widespread interest in their work. If, ironic as the fact may be, Rockwell Kent resurrected Moby Dick for American readers, almost a forgotten literature was disentombed by Merle Johnson's enthusiasm.

The chief beneficiary of his labors is the booktrade. Lacking entirely any business acumen, he was frivolous, if not irresponsible, in his treatment of material things. He never begrudged his colleagues' successes and frequently he uncomplainingly saw others, less altruistic, reap the harvest of his own labors. He could have died a rich man. That he chose otherwise is another warrant of his rare unselfishness as a man and his unmixed devotion to his bibliographical work.

BARNET B. RUDER

Current and Forthcoming Movies from Books

"The Farmer in the Dell" by Phil Stong. (Harcourt) RKO. With Fred Stone.

"Seven Keys to Baldpate" by George M. Cohan. (French.) RKO. With Gene Raymond.

"Come and Get It" by Edna Ferber. (Doubleday.) With Miriam Hopkins.

"Thunder Mountain" by Zane Grey. (Harper.) Fox.

"Tish" by Mary Roberts Rinehart. (Houghton.) MGM.

"Ah, Wilderness" by Eugene O'Neill. (Random House.) MGM.

"Beauty's Daughter" by Kathleen Norris. (Doubleday.) Fox.

"Maid of Honor" by Katherine Brush. (Farrar & Rinehart.) Columbia.

Corrections

IN THE LIST of special editions of the Bible, reprinted from the "Bookman's Manual" on page 818 of the *Publishers' Weekly* for September 14th the price of "The Cambridge Shorter Bible" was incorrectly listed as $3. The correct price is $1.50, and the name of the first editor should read A. Nairne. The price of "The Bible: An American Translation" by Smith and Goodspeed, listed in the same article at the old price of $3.50, is now, of course, $2.

One Month from Now—A Forecast

GREEN HILLS OF AFRICA, by Ernest Hemingway. *Scribner,* $2.75.

Oct. 25. An exciting hunting expedition in Africa. Serialized in *Scribner's.*

CROWN OF GLORY, by O. W. Riegel. *Yale University Press,* $3.

Oct. 29. A biography of James Jesse Strang, a Mormon leader. By the author of "Mobilizing for Chaos."

VICTORIOUS TROY, by John Masefield. *Macmillan,* $2.50.

Oct. 29. A novel of the sea, by the author of "The Bird of Dawning."

THE DIARY OF OUR OWN SAMUEL PEPYS, by Franklin P. Adams. *Simon & Schuster,* $3.75.

Oct. 30. F. P. A.'s column diary which has been running a good many years in N. Y. papers. S & S say they're going to spend money on it. Brentano's, N. Y., is sending out 10,000 circulars and other N. Y. stores are planning promotion.

ROYAL PURPLE, by Bertita Harding. *Bobbs-Merrill,* $2.50.

Oct. 30. An historical novel of Serbia by the author of the popular "Phantom Crown."

THE STRANGE PROPOSAL, by Grace Livingston Hill. *Lippincott,* $2.

Oct. 31. A typical Hill romance.

THE FACE OF MOTHER INDIA, by Katherine Mayo. *Harper,* $3.50.

Nov. 1. Photographs and captions by the author of the famous "Mother India." Large initial ads. in the book review sections and quality mags. followed by an intensive daily campaign.

IF I HAVE FOUR APPLES, by Josephine Lawrence. *Stokes,* $2.50.

Nov. 1. Good advertising campaign like that on the current "Green Rushes" and on the author's previous successful novel, "Years Are So Long."

SAWDUST CAESAR, by George Seldes. *Harper,* $3.

Nov. 1. A sensational biography of Mussolini.

CRIME, INCORPORATED, by Martin Mooney. *Whittlesey House,* $2.50.

Nov. 4. The inside of the racketeering business by the reporter who refused to tell the sources of his information to the N. Y. Grand Jury. Posters.

MARCHING! MARCHING! by Clara Weatherwax. *Reynal & Hitchcock,* $1.90.

Nov. 4. Winner of the *New Masses*-John Day contest for a novel on an American proletarian theme.

EAT, DRINK AND BE WARY, by F. J. Schlink. *Covici, Friede,* $2.

Nov. 5. Initial advertising appropriation for this Consumers' Research book, $1200. Extensive promotion and display material, including showcards.

EDNA HIS WIFE, by Margaret Ayer Barnes. *Houghton Mifflin,* $2.50.

Nov. 5. Initial ad. appropriation for this sure best seller, $10,000, with a carefully planned campaign similar to that on "Green Light." Colored showcards and envelope circulars. Serialized in *Delineator.*

Out This Week

BLACK SHIRT BLACK SKIN, by Boake Carter. *Telegraph Press,* $1.50.

The well-known Philadelphia news commentator on the radio gives a timely interpretation of the Italo-Ethiopian crisis. It's being advertised!

BURNERS OF MEN, by Marcel Griaule. *Lippincott,* $2.50.

Here's another on Ethiopia, by a French traveler, who finds it an essentially savage country.

CELL 202—SING SING, by Warden Lewis E. Lawes. *Farrar & Rinehart,* $3.

In this account of the four prisoners who occupied Cell 202 consecutively, Warden Lawes presents a significant picture of nearly a century of American social history.

GRACIOUS LADY, by Rita Halle Kleeman. *Appleton-Century,* $3.50.

The authorized biography of President Roosevelt's mother by a well-known magazine writer.

HUEY LONG, by Forrest Davis. *Dodge Pub. Co.,* $2.50.

A newspaper man's candid biography, which was on the press when the late Senator was killed.

MARK TWAIN, THE MAN AND HIS WORK, by Edward Wagenknecht. *Yale University Press,* $3.

A biography of special interest for the Mark Twain Centennial celebration this year.

MY FIRST DAYS IN THE WHITE HOUSE, by Huey Long. *Telegraph Press,* $1.50.

An audacious history of January, 1936, the book completed by the late author shortly before his death. With amusing cartoons by Cléanthe.

OVER AFRICAN JUNGLES, by Martin Johnson. *Harcourt, Brace,* $3.75.

Sixty thousand miles by plane over the African big game country described by an always popular writer. Posters available.

Out This Week—Continued

RED SKY IN THE MORNING, by Robert P. Tristram Coffin. *Macmillan,* $2.50.

A novel of the Maine coast by the author whose autobiographical narrative, "Lost Paradise" was a near best seller.

SEVEN PILLARS OF WISDOM, by T. E. Lawrence. *Doubleday, Doran,* $5.

This monumental volume, complete and unexpurgated story of the Arab revolt in the desert, by the mysterious Lawrence of Arabia, is lavishly illustrated.

SNAKE-HUNTERS' HOLIDAY, by Raymond L. Ditmars and William Bridges. *Appleton-Century,* $3.50.

A naturalist's adventure in the tropics, in search of bats and the deadly bushmaster.

THE STORY OF AMERICA IN PICTURES, ed. by Alan C. Collins. *Doubleday, Doran,* $3.50.

Pictures, with captions, which illustrate American history.

STUMBLING INTO SOCIALISM, by David Lawrence. *Appleton-Century,* $1.50.

Condemning the tactics of both Republicans and Democrats, in particular the New Deal policies, the editor of the *United States News* urges the formation of a Constitutional Party.

SUMMER TIME ENDS, by John Hargrave. *Bobbs-Merrill,* $3.

Nearly 900 pages in this "experimental" novel of an English industrial village written in extremely unconventional style.

THUNDER OVER THE BRONX, by Arthur Kober. *Simon & Schuster,* $2.

The saga of a Bronx family, told mostly in their own dialect, has the possibilities of a "Nize Baby" success. You've seen the postcards that have been sent out. S & S are promoting it, chiefly in N. Y.

THE UNMAKING OF A RUSSIAN, by Nicholas Wreden. *Norton,* $3.

The experiences of a young Russian of the landed aristocracy from the outbreak of the war until after the defeat of the White Russians.

WE WHO ARE ABOUT TO DIE, by David Lamson. *Scribner,* $2.50.

The former sales manager of the Stanford University Press writes about life in the Condemned Row of Quentin Prison. Appended is the text of the decision of California's Supreme Court allowing Mr. Lamson a new trial on the charge of murdering his wife.

Some Best Sellers of the Week

VEIN OF IRON, by Ellen Glasgow. *Harcourt, Brace,* $2.50.

There's rivalry and quick change in leadership among the many best selling novels during these busy weeks. This is the current leader at the American News Co. and takes first place in Washington, Chicago and San Francisco stores.

EUROPA, by Robert Briffault. *Scribner,* $2.75.

This runaway nearly cops all the honors. N. Y. and St. Louis stores report it first. Fifth printing.

LUCY GAYHEART, by Willa Cather. *Knopf,* $2.

First on the latest list in the *Herald Tribune.* Reported first in sales by Boston stores in the *Times.*

HONEY IN THE HORN, by H. L. Davis. *Harper,* $2.50.

The best seller in six Philadelphia stores, second in San Francisco.

GREEN LIGHT, by Lloyd C. Douglas. *Houghton Mifflin,* $2.50.

Selling well everywhere. An American News best seller.

MARY QUEEN OF SCOTLAND AND THE ISLES, by Stefan Zweig. *Viking Press,* $3.50.

Quick changes in non-fiction, too! Philadelphia and St. Louis list this first in the *Times* and it's second in N. Y., Boston, Chicago, New Orleans and San Francisco. Now in its 78th thousand.

NORTH TO THE ORIENT, by Anne Morrow Lindbergh. *Harcourt, Brace,* $2.50.

First in non-fiction sales on the *Herald Tribune* list and also at the American News Co.

ASYLUM, by William Seabrook. *Harcourt, Brace,* $2.

Listed by every city reporting to the *Times* and the leader in New Orleans.

LIFE WITH FATHER, by Clarence Day. *Knopf,* $2.

Selling well everywhere and the best seller in six Boston stores.

PERSONAL HISTORY, by Vincent Sheean. *Doubleday, Doran,* $3.

Listed in the *Times* by N. Y., Boston, Washington, Chicago, St. Louis, New Orleans and San Francisco.

The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Ar: Fine Arts	**Dr:** Drama	**Hi:** History	**Po:** Poetry	**Sp:** Sports
Bi: Biography	**Ec:** Economics	**Ju:** Juveniles	**Re:** Religion	**Tr:** Travel
Bu: Business	**Fi:** Fiction	**Mu:** Music	**Sc:** Science	**C.I.:** Collectors' Item

Abyssinia and Italy. 48p. (bibl. footnotes) maps O c. N. Y., Oxford pap., .75
A brief survey of Abyssinia's international relations from 1889 to 1935, of the present situation in Abyssinia and of the foreign interests involved. Issued under the auspices of the Royal Institute of International Affairs, London.

Adams, Herbert **Fi**
Fate laughs. 320p. front. (diagr.) D [c. '35] Phil., Lippincott 2.00
Jim Flower undertakes to do a favor for Lord Wantage, his double, and finds himself mixed up in a murder case.

Aichorn, August ★
Wayward youth; foreword by Sigmund Freud [tr. from the German]. 249p. O c. N. Y., Viking 2.75
A discussion of the application of psychoanalysis to the treatment of delinquent youth.

Amiel, Henri Frédéric ★ **Bi**
The private journal of Henri Frédéric Amiel; tr. [from the French] by Van Wyck Brooks and Charles Van Wyck Brooks; introd. by Bernard Bouvier; enl. and rev. ed. 722p. front. (por.) D c. N. Y., Macmillan buck., 3.50

Andersen, Hans Christian ★ **Ju**
The little mermaid; tr. [from the Danish] by M. R. James; il. by Pamela Bianco. 55p. front. (col.) D '35. N. Y., Holiday House, 225 Varick St. 1.25

Anderson, C. W., il.
And so to bed; seventy-six drawings. no p. Q [c. '35] N. Y., Loring & Mussey 2.00
Humorous drawings.

Anderson, Paul Lewis **Ju**
Swords in the North. 280p. map D c. N. Y., Appleton-Century 2.00
An historical narrative for older boys in which a young Roman aristocrat in Caesar's famous Tenth Legion tries to win over a powerful British tribe to Caesar's army.

Anonymous **Fi**
Black chalice. 254p. D (Popular copyrights) '35 N. Y., Macaulay .75

Appel, H. M. **Fi**
Flesh and blood. 291p. D '35 N. Y., Godwin 2.00

Bailey, Cyril
Religion in Virgil. 337p. O '35 N. Y., Oxford 5.00

Baldry, Alfred Lys
Royal palaces; ed. by F. A. Mercer. 113p. il. O ['35] N. Y., Studio Pubn's 2.00
Photographs of exterior and interior views of Windsor Castle, Buckingham Palace, St. James's Palace, Kew Palace, Kensington Palace and Hampton Court Palace in England and the Palace of Holyroodhouse in Scotland, with an historical introduction.

Ballew, Charles, pseud. [Charles Horace Snow] **Fi**
The treasure of Aspen Canyon. 270p. D [c. '35] N. Y., Loring & Mussey 2.00
A romantic adventure of the modern West.

Barbour, Ralph Henry [Richard Stillman Powell, pseud.] **Ju**
The five-dollar dog. 253p. il. D c. N. Y., Appleton-Century 2.00
The adventures of an orphan boy and his airedale terrier during a long hike from a New England town to New York.

Batterham, Rose **Fi**
Pleasure piece. 290p. D c. N. Y., Harper 2.00
A story of love and adventure among southern mountain folks.

Beeding, Francis, pseud. **Fi**
The Norwich victims. 294p. D c. N. Y., Harper 2.00
Scotland Yard solves the puzzling case of the Norwich murders and discovers that the murderer was leading a double life.

This list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo; 20 cm.); S (16mo; 17½ cm.); T (24mo; 15 cm.); sq., obl., nar., designate square, oblong, narrow.

★ indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

Bennet, Robert Ames Fi
Texas man. 304p. D (Copyright fiction) [c. '34] N. Y., Burt .75

Bennet-Thompson, Lillian and Hubbard, George Fi
The fruit of folly. 249p. D (Popular copyrights) '35 N. Y., Macaulay .75

Bernewitz, Max Wilhelm von
Handbook for prospectors; 3rd ed. 379p. (bibl.) il., diagrs. D '35, c. '26-'35 N. Y., McGraw-Hill flex. lea. cl., 3.00

Berry, Raymond A. Fi
Dusty rivers. 294p. D (Copyright fiction) [c. '34] N. Y., Burt .75

Betz, Frederick and Price, William Raleigh
Learning German; a first book. 591p. il., map D [c. '35] N. Y., Amer. B'k 1.44

Bickel, Mrs. Mary Dupuy Fi
Brassbound. 311p. D (Copyright fiction) [c. '34] N. Y., Burt .75

Bierce, Ambrose
The devil's dictionary. 376p. O (Bonib'ks) [c. '11] [N. Y.], Boni 1.00

Bixby, Carl Lyndon Fi
Dangerous paradise. 309p. D (Popular copyrights) '35 N. Y., Macaulay .75

Blacam, Hugh de
Gentle Ireland; an account of a Christian culture in history and modern life. 192p. (bibl. footnotes) il. O [c. '35] Milwaukee, Bruce 2.00
Interpretations of and essays on the life of Irish Catholic countryfolk. Numerous poems, translated from the Gaelic by the author, are included.

Bland, Edith Nesbit [Mrs. Hubert Bland] Ju
The wonderful garden, or, The three C's; introd. by Earle Walbridge. 309p. il. O [c. '35] N. Y., Coward-McCann 1.75
The author of "The Bastable Children" tells the story of Caroline, Charlotte and Charles and their uncle's magic garden.

Blodgett, Harvey Alvaro
Man alive! forty more years to go! 63p. S c. St. Paul, Blodgett Press, University & Wheeler Aves. 1.00
Commonsense advice for young people, showing that life begins when aspiration is born, regardless of age, environment or conditions.

Brown, Curtis Bi
Contacts. 321p. il. O c. N. Y., Harper 3.00
The head of a great international literary agency writes informally of the celebrities he has known during three decades.

Sc
Brown, G. Gordon and Hutt, A. McD. Bruce
Anthropology in action, an experiment in the Iringa district of the Iringa province, Tanganyika territory. 290p. map D '35 N. Y., Oxford 2.75

Bubb, Frank W.
Descriptive geometry. 249p. il. O '35 N. Y., Macmillan 2.50

Buchan, John Fi
A prince of the captivity. 357p. D (Copyright fiction) [c. '33] N. Y., Burt .75

Buehler, Ezra Christian, ed.
Free medical care—socialized medicine. 368p. (42p. bibl.) D (Debater's help b'k, v. 2) [c. '35] N. Y., Noble & Noble 2.00
A source book for high school debate teams.

Bukharin, Nikolai Ivanovich, and others ★
Marxism and modern thought; tr. by Ralph Fox. 350p. (15p. bibl. notes) O [c. '35] N. Y., Harcourt 3.00
Articles by leading Marxists on the whole field of Marxist philosophy, both in relation to history and science.

Burckhardt, Jakob Christoph ★Hi
The civilization of the Renaissance in Italy; tr. by S. G. C. Middlemore. 526p. (bibl. footnotes) il. D (Bonib'ks, 42) ['35] [N. Y.], Boni 1.00

Canot, Theodore Bi
Adventures of an African slaver; ed. by Malcolm Cawley. 397p. il. O (Bonib'ks, 41) ['35, c. '28] [N. Y.], Boni 1.00

Capen, Louise Irving and Melchior, D. Montfort
My worth to the world; studies in citizenship; New York State ed., by Edith E. Ware. 677p. (bibls.) il., diagrs. D [c. '34, '35] N. Y., Amer. B'k 1.60

Carpenter, Edward
Towards democracy. 503p. O (Bonib'ks, 36) ['35, c. '22] [N. Y.], Boni 1.00

Carpenter, Edward, ed.
An anthology of friendship. 301p. O (Bonib'ks, 37) [c. '35] [N. Y.], Boni 1.00

Carpenter, H. G.
A successful investor's letters to his son. 123p. (bibl.) diagrs. D [c. '34] N. Y., Simon & Schuster 1.50
Formerly published independently by the author.

Carpenter, William Owen Re
The furtherance of the gospel. 146p. (2p. bibl.) D [c. '35] Nashville, S. S. B'd of So. Bapt. Convention .60; pap., .40
A textbook on evangelism in the home city, the home state, the home country, and in the far corners of the earth.

Carter, Boake
Black shirt, black skin. 178p. il., maps D c. Harrisburg, Pa., Telegraph Press 1.50
The well-known radio commentator explains the background of the Italo-Ethiopian situation. The first of a series of "scoop books" on timely topics, which this publisher plans to issue. See also *Long*.

Chardenal, C. A.
The new phonetic Chardenal. 606p. il. D [c. '35] Bost., Allyn & Bacon 1.80

Barger, Edgar Hugh and Card, Leslie Ellsworth
Diseases and parasites of poultry. 354p. (bibls.) il. (pt. col.) O '35 Phil., Lea & Febiger 3.75

Buxton, Grover C.
The science and art of selling; setting forth the principles in the science and art of salesmanship as they relate to the sale and distribution of Bibles and religious books. 315p. D [c. '35] Chic., John A. Dickson Pub. Co. apply

Chapman, Thomas Garfield
Treating gold ores; 2nd ed. 28p. il. O (Ariz. State Bur. of Mines bull. 138, Metallurgical ser. no. 4) ['35] Tucson, Univ. of Ariz. apply

Cherington, Paul Terry **Bu**
People's wants and how to satisfy them. 199p. map, diagrs. D c. N. Y., Harper 2.00
On the relation of business to social and economic life, showing that business must adjust itself to people's fundamental wants.

Cherry, Thomas Crittenden **Hi**
Kentucky, the pioneer state of the West; introd. by Irvin S. Cobb; rev. ed. 381p. il., maps D [c. '35] Bost., Heath 1.32

Coffin, Robert Peter Tristram **Fi**
Red sky in the morning. 288p. D c. N. Y., Macmillan 2.50
A tense, psychological novel centering around the dark struggle of hate and love that went on within the Prince family who lived on Whaleboat Island off the Maine coast.

Collins, Alan C., comp. **Hi**
The story of America in pictures; introd. by Claude G. Bowers. 447p. il. O c. Garden City, N. Y., Doubleday 3.50
A history of America, from the landing of the Vikings in the year 1000 down to 1935, told in pictures, each picture accompanied by brief text.

Colver, Mrs. Alice Mary Ross **Fi**
Three loves. 239p. D (Copyright fiction) [c. '34] N. Y., Burt .75

Condon, E. U. and Shortley, G. H. **Sc**
Theory of atomic spectra. 455p. O '35 N. Y., Macmillan 11.00

Cook, Roy Bird **Hi**
The annals of Fort Lee. 119p. il., diagr. O c. Charleston, W. Va., West Virginia Review Press 2.00
A history of Fort Lee, an important military frontier post on the western border of Virginia during the Indian wars.

Corle, Edwin **Fi**
Fig Tree John. 318p. D [c. '35] N. Y., Liveright 2.00
This story of a White River Apache, the smartest Indian in the Colorado desert, is laid during the years 1906-1928.

Coryell, Hubert Vansant **Ju**
Indian brother; il. by Henry C. Pitz. 363p. O [c. '35] N. Y., Harcourt 2.00
A story, set in Maine in 1713, of a boy and girl who were captured by the Indians and finally made their thrilling escape. For children from 12 to 16.

Cozad, Simeon E. **Re**
Story talks for boys and girls. 220p. D c. N. Y., Round Table Press 1.50
Inspirational anecdotes and short sermons for juniors.

Crane, Nathalia Clara Ruth **Po**
The janitor's boy, and other poems; new introd. by the author [graduation ed.]. 93p. O [c. '24] N. Y., Seltzer 1.50

Cranston **Ju**
Canada; new ed. 96p. il. D (Peeps at many lands) '35 N. Y., Macmillan 1.00

David, Evan J. **Fi**
Useful lady. 285p. D (Popular copyrights) '35 N. Y., Macaulay .75

Davies, Oliver
Roman mines in Europe. 303p. il., maps O '35 N. Y., Oxford 10.00

Davis, Forrest **Bi**
Huey Long; a candid biography, with a digest of the Share-Our-Wealth principles prepared by Senator Huey Long. 323p. (bibl.) il. O [c. '35] N. Y., Dodge Pub. Co. 2.50
A newspaper man, who viewed Huey Long as a dangerous man, wrote this biography before his death, and has added a final chapter since the book was put on the press.

Davis, Mary Gould **Ju**
Sandy's kingdom; il. by Emma L. Brock. 79p. O [c. '35] N. Y., Harcourt 1.75
The story of a real farm in Maine, especially of Sandy the shepherd dog who was the leader of all the animals.

De La Bedoyère, Michael **Bi**
George Washington. 309p. (4p. bibl.) il., maps O ['35] Phil., Lippincott 3.00
An interpretative biography of George Washington, written from the English point of view by an English author.

Denison, John Hopkins **Bi**
Mark Hopkins; a biography. 335p. il. D c. N. Y., Scribner 3.00
The life af a great American educator, President of Williams College for thirty-six years, who bridged the gulf between old ideas and new in education.

Deutsch, Babette [Mrs. Avrahm Yarmolinsky] **Po**
This modern poetry. 284p. (4p. bibl.) O c. N. Y., Norton 2.75
A critical analysis and interpretation of modern poetry during the last two decades, illustrated by many quotations.

Ditmars, Raymond Lee and Bridges, William
Snake-hunters' holiday. 318p. il. O c. N. Y., Appleton-Century 3.50
The expedition to Trinidad and British Guiana in search of bats and the deadly bushmaster on which a journalist accompanied the Curator of the New York Zoological Park.

Drake, Durant
Problems of conduct (2nd rev. ed.); with six concluding chapters by Raymond Holdsworth Finlay; ed. by Harry A. Overstreet. 537p. (bibls.) O [c. '35] Bost., Houghton 2.75

Dukes, H. H.
The physiology of domestic animals; 3rd rev. ed. 657p. il. O '35 Ithaca, N. Y., Comstock Pub. Co. 6.00

Claassen, Cornelius Jansen
Better tenant farming [4th ed.]. 46p. il. O c. '35 [Omaha, Western Pr. Co., 1412 Howard] apply

Cody, Alexander J.
Peddler of beauty, and other poems. 59p. D '35 [San Francisco], Univ. of San Francisco Press apply

Cordts, Anna Dorothea
The new path to reading; manual in reading and phonics; to go with b'k 2, rev. ed., and b'k 3, rev. ed. 237p. (bibls.) S [c. '35] Bost., Ginn. pap., .52

Dennison, Robert L.
The strength and flexibility of corrugated and creased-bend piping. 113p. il. O '35 Balt., Johns Hopkins Press pap., 1.00

Diagnostic Standards Committee, comp.
Standards for the diagnosis and classification of tuberculosis of the lungs and tracheobronchial lymph nodes; 10th ed. 47p. T '35 N. Y., Nat'l Tuberculosis Ass'n apply

Durrell, Harold Clarke, ed.
Major William Calder of Charlestown, Massachusetts, 1735-1802. 31p. il., maps O '35 Bost., Thomas Groom & Co., 105 State St. apply

Duncan, Philip Ju
Waggery Town; il. by the author. 85p. O c. N. Y., Harper 1.75
The adventures of a group of harum-scarum dogs that decided to found a village.

Dutton, Charles Judson Bi
Oliver Hazard Perry. 319p. (9p. bibl.) il., diagrs. O c. N. Y., Longmans 3.50
The first biography since 1840 of the hero of the Battle of Lake Erie, a decisive turning point in our history.

Ebersole, John Franklin Bu
Bank management; a case book; 2nd ed. 522p. (bibl. footnotes) diagrs. O (Harvard problem b'ks) '35, c. '31, '35 N. Y., McGraw-Hill 5.00

Edmonson, James B. and others
Civics through problems; Pennsylvania ed. 675p. D '35 N. Y., Macmillan 1.80

Evans, Sir Arthur Ar
Palace of Minos; v. 4, Emergence of outer western enceinte, with new illustrations, artistic and religious, of the middle Minoan phase; 2 v. 414p.; 396p. il. (pt. col.) O '35 N. Y., Macmillan 60.00

Ford, Celia
Second Latin book; new ser. 666p. il. (pt. col.), maps D (Two b'k ser.) [c. '35] N. Y., Holt 1.68

Foster, Gerald Fi
The naked escape. 276p. '35 N. Y., Godwin 2.00

Frederick, Justus George
The Pennsylvania Dutch and their cookery. 275p. (3p. bibl.) il. (col. front.) O c. N. Y., Business Bourse 3.00
A cultural history of the Pennsylvania Dutch, with half the book devoted to their recipes.

Gág, Wanda Ju
Gone is gone, or, The Story of a man who wanted to do housework; il. by the author. no p. il. (col. front.) T [c. '35] N. Y., Coward-McCann 1.00
A well-known artist retells a German folk tale for little children.

Glyn, Elinor Fi
Sooner or later. 318p. D (Popular copyrights) '35 N. Y., Macaulay .75

Goodspeed, Edgar Johnson Fi
The curse in the colophon. 259p. D c. Chic., Willett, Clark 2.00
A mystery story, in which two research workers of a university decipher a medieval manuscript and get the clue to a treasure. The search for it takes them to Greece. The author is the well-known translator of the New Testament.

Gordon, Dudley Chadwick and others, eds.
Today's literature; an omnibus of short stories, novelettes, poems, plays, profiles and essays. 1014p. (19p. bibl.) O. [c. '35] N. Y., Amer. B'k 2.75
Selected contemporary writings which reflect environments, characters, conditions, problems, and attitudes of today. For use in English courses.

Graham, Bessie
The bookman's manual; a guide to literature; 4th ed., rev. and enl. 726p. (bibls.) O '35, c. '21-'35 N. Y., R. R. Bowker Co. 5.00

Griaule, Marcel ★Tr
Burners of men; modern Ethiopia; tr. from the French by Edwin Gile Rich. 308p. il., map O c. Phil., Lippincott 2.50
This account of a French scientific expedition into the interior of Abyssinia (Ethiopia) won the French *Prix Gringoire* in 1934.

Hale, Christopher, pseud. Fi
Smoke screen. 311p. map D [c. '35] N. Y., Harcourt 2.00
A murder mystery laid in a small summer community, which is menaced by a forest fire.

Hale, Philip Leslie, ed. Ar
Great masters in art. 352p. il. O [c. '35] N. Y., Crown Publishers, 449 4th Ave. 1.15
Selected writings, by John Addington Symonds, Taine, Ruskin and other authors, on the lives and art of Giotto, Leonardo da Vinci, Michelangelo, Raphael, Titian, Rubens, Rembrandt, El Greco, Velasquez and Goya.

Hardy, Stuart Fi
The man from nowhere. 253p. D [c. '35] N. Y., Macaulay 2.00
The adventurous romance of a cowpuncher who has amnesia.

Harford, John B. Re
Studies in the Book of Ezekiel. 164p. il. D '35. N. Y., Macmillan 2.50

Hargrave, John [White Fox, pseud.] Fi
Summer time ends. 877p. O [c. '35] Ind., Bobbs-Merrill 3.00
An innovation in the novel form which, in unusual style and tempo, presents a broad and realistic panorama of present-day life in England in all levels of society.

Harris, Frank Bi
The man Shakespeare, and his tragic life-story. 440p. D (Bonib'ks, 35) ['35, c. '09] [N. Y.], Boni 1.00

Epler, Stephen E.
Six-man football; a handbook for coaches and players. 64p. diagrs. S c. Lincoln, Nebr., Univ. Pub. Co. pap., .50

Farley, James Aloysius
A challenge to America. 15p. O '35 Wash., D. C., Democratic Nat'l Committee apply
Dictatorship—a myth. 13p. O '35 Wash., D. C., Democratic Nat'l Committee apply

Flavor and color in bread and sweet yeast doughs.
45p. il., diagrs. O [c. '35] N. Y., Corn Products Refining Co., 17 Battery Pl. apply

Fleming, W. E. and Baker, F. E.
The use of carbon disulphide against the Japanese beetle. 91p. (9p. bibl.) il., diagrs. O (U. S. Dept. of Agri. technical bull. no. 478) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., .10

Geisel, John Bernard
Thought symbols [verse]. 32p. O [n. d.] Grand Rapids, Author, 15 Dickinson, S. W. pap., apply

Glazier, Harlan E.
Bank robbery as a fine art [U. S. banking]. 15p. O c. '35 [Wash., D. C., L. G. Kelly Pr. Co., Victor Bldg.] apply

Godfrey, Mrs. Lilian May Drummond White
Constructive criticism [philosophy]. 98p. D [c. '35] Los Angeles, Wetzel pap., 1.50

[Haller, M. H. and others]
Spray-residue removal from apples and other fruits. 25p. il., diagrs. O (Farmers' bull. no. 1752) ['35] [Wash., D. C., Gov't Pr. Off.; Sup't of Doc.] pap., .05

Harris, Paul Percy
This Rotarian age. 257p. il. O c. Chic., Rotary Internat'l, 35 E. Wacker Dr. 1.50
An analysis of the Rotary club movement, past, present, and future, by its founder.

Haweis, Rev. Hugh Reginald Mu
Music and morals. 569p. (bibl.) front. (por.) D (Evergreen ser.) ['35] N. Y., Longmans 1.50

Hawkes, Clarence Bi
The light that did not fail. 178p. il. O [c. '35] Bost., Chapman & Grimes 2.00
The autobiography of a well-known writer and naturalist, who is blind.

Hawthorne, Hildegarde [Mrs. John Milton Oskison] Ju
Youth's captain; the story of Ralph Waldo Emerson; il. by W. M. Berger. 212p. O c. N. Y., Longmans 2.00
A biography for boys and girls of the famous New England author of the 19th century.

Hedges, Sidney George
Indoor games and fun. 114p. diagrs. D ['35] Phil., Lippincott 1.25
Indoor entertainment for persons of all ages. By the author of "Indoor and Community Games" and "Games for Small Lawns."

Heise, Fred H., M.D., ed.
One thousand questions and answers on T.B. 232p. D c. '35 N. Y., Nat'l Tuberculosis Ass'n, 50 W. 50th St. .75

Heth, Edward Harris Fi
Some we loved. 296p. O c. Bost., Houghton 2.50
The story of Paul Bingham who taught English at a middle-western university, of his love for Laurie and his love for his father.

Hickson, Wilma, and Harradine, Archibald Cecil Ju
The I-spy alphabet. no p. il. (pt. col.) obl. D ['35] N. Y., Morrow bds., 1.00
An alphabet book with pictures in which the child may find objects that start with each letter.

Hoisington, Louis B.
Psychology: an elementary text. 578p. il. D '35 N. Y., Macmillan 2.50

Holme, Charles Geoffrey, ed. Ar
Art in the U.S.S.R. 137p. il. (pt. col.) Q [n. d.] N. Y., Studio Pub'ns 4.50; pap., 3.50
Articles by Russian authorities on Soviet architecture, painting, sculpture, drawing and engraving, poster and cartoon art, the theater and the cinema, with numerous illustrations.

Hopkins, Stanley [Mrs. Robert Kingsley Hopkins] Fi
Sixth of June. 481p. O c. N. Y., Harper 2.50
Set in a small Virginia town, against the background of a single day, this novel portrays the inner hearts, secret desires and varying characters of the Raphael family who were gathered together for a wedding ceremony.

Hotchkiss, George Burton and Kilduff, Edward Jones Bu
Advanced business correspondence; 3rd ed., rev. by Edward Jones Kilduff and others. 539p. (bibl. footnotes) diagrs. D '35, c. '21-'35 N. Y., Harper [trade ed.], 3.25

Hutchinson, Lieut. Col. George R. Ju
The flying family in Greenland. 310p. il., map D [c. '35] N. Y., Crowell 2.00
The story of the famous "Flying Family's" airplane trip to Greenland, their disappearance in the far North and their rescue.

Jackson, Eugene and Schwartz, Isadore Adolphe
New approach to French. 407p. il., maps D c. N. Y., Longmans 1.44
An introduction to French for secondary school and college students.

Jackson, Gilbert
An economist's confession of faith. 192p. D '35 N. Y., Macmillan 2.75

James, Mrs. Bessie Rowland Ju
The happy animals of Atagahi. 260p. il. (pt. col.) O [c. '35] Ind., Bobbs-Merrill 2.00
Myths told by the Cherokee Indians of the Great Smoky Mountains retold for children from 5 to 10.

Jenkins, William Fitzgerald [Murray Leinster, pseud.] Fi
Outlaw sheriff. 288p. D (Copyright fiction) [c. '34] N. Y., Burt .75

Ju
John Whopper, the newsboy. 125p. il. S '35 N. Y., Longmans .75
A reprint of a quaint story for children originally published in 1870.

Johnson, Clare I. Ju
The golden trail, and other stories about Billy Ashton. 91p. S ['35] Rock Island, Ill., Augustana B'k bds., .30
Stories about a ten-year-old country boy.

Johnson, Martin Elmer Tr
Over African jungles. 273p. il., map O [c. '35] N. Y., Harcourt 3.75
An account of a 60,000-mile trip, by airplane, over the big game country of Africa. Fully illustrated with photographs.

Kelly, Eric Philbrook Ju
Three sides of Agiochook; a tale of the New England frontier in 1775. 211p. il., map D c. N. Y., Macmillan 2.00
By the author of "The Trumpeter of Krakow," winner of the Newbery Medal in 1929.

Hayes, Wayland J. and Shannon, Irwin V.
Visual outline of introductory sociology. 76p. O (Students outline ser.) [c. '35] N. Y., Longmans pap., 1.00; college ed., .75

Hill, H. M. and Savage, J. A.
Handwriting made easy; b'k 8. 36p. D ['35, c. '34] Lincoln, Nebr., Univ. Pub. Co. pap., .12

Handwriting made easy; teacher's handbook. 32p. il., diagr. D [c '35] Lincoln, Nebr., Univ. Pub. Co. pap., .12

Hudson, Arthur K.
The grateful elf; a comedy in one act. 16p. D (Baker's junior high ser.) [c. '35] Bost., W. H. Baker apply

Hull, Cordell
The foreign commercial policy of the United States. 14p. O (State Dept. pub'n no. 733) '35 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap., apply

Kelleher, Robert Fitzgibbon, ed.
Resources and opportunities of the middle Rio Grande valley, as shown by a series of papers presented to the Albuquerque Rotary Club. 54p. O (Univ. of N. M. bull., whole no. 264; Economics ser., v. 2, no. 3) '35 Albuquerque, Univ. of New Mexico Press pap., .25

Kleeman, Rita Halle Bi
Gracious lady; the life of Sara Delano Roosevelt. 349p. il. (col. front.) O c. N. Y., Appleton-Century 3.50
The authorized biography of President Roosevelt's mother.

Kober, Arthur Fi
Thunder over the Bronx [il. by Hoff; introd. by Dorothy Parker]. 245p. D c. N. Y., Simon & Schuster 2.00
Stories of Ma, Pa and Bella Gross of the Bronx, told chiefly in humorous dialogue.

Kolb, John Harrison and Brunner, Edmund de Schweinitz
A study of rural society; its organization and changes. 656p. (bibls.) maps, diagrs. O [c. '35] Bost., Houghton 3.50
A textbook in rural sociology, based on exhaustive studies, surveys, and statistical analyses.

Lamont, William Dawson
Introduction to Green's moral philosophy. 224p. (bibl.) O ['35] [N. Y., Longmans] 2.75
An exposition of Thomas Hill Green's "Prolegomena to Ethics."

Lampman, Ben Hur Fi
Here comes somebody; il. by Mahlon Blaine. 288p. O '35 Portland, Ore., Metropolitan Press 2.50

Lamson, David
We who are about to die; prison as seen by a condemned man. 350p. diagrs. D c. N. Y., Scribner 2.50
The former sales manager of Stanford University Press, who in 1933 was convicted of the murder of his wife and sentenced to death, describes life in prison, in the Condemned Row of San Quentin State Penitentiary. On decision of the California Supreme Court Mr. Lamson was given a second trial, resulting in a divided jury, and is now awaiting a third trial. An appendix contains the text of the decision of the California Supreme Court, summing up the case and reversing the order of the trial court.

Lavell, Mrs. Edith Ju
The mystery at Dark Cedars. 254p. front. D (Mary Lou ser.) [c. '35] N. Y., Burt .50

Ju
The mystery of the fires. 250p. front., map D (Mary Lou ser.) [c. '35] N. Y., Burt .50

Ju
The mystery of the secret band. 254p. front. D (Mary Lou ser.) [c. '35] N. Y., Burt .50
A new series of mystery stories for girls, featuring the young detective, Mary Louise Gay.

Lawes, Warden Lewis Edward
Cell two hundred and two—Sing Sing. 693p. O [c. '35] N. Y., Farrar & Rinehart 3.00
In reconstructing the lives of four prisoners who consecutively occupied cell 202, Warden Lawes describes the changing social forces and development of penology during a century of American life.

Lawrence, David
Stumbling into socialism, and the future of our political parties. 196p. D c. N. Y., Appleton-Century 1.50
The editor of *The United States News* attacks the Roosevelt Administration and New Deal tactics, and condemns both the Republican and Democratic Parties of today, but offers constructive criticism and outlines the platform of a new party which he calls the Constitutional Party.

Lawrence, Thomas Edward [Thomas Edward Shaw]
Seven pillars of wisdom; a triumph. 672p. il., maps (col.) O '35 c. '26, '35 Garden City, N. Y., Doubleday
buck., 5.00; lim., numbered ed., 25.00
The complete, unabridged, definitive account of the Arab revolt during the war and the part played by the late T. E. Lawrence. Privately printed in 1926.

Lee, Richard Henry Fi
Nights and daze in Hollywood. 238p. D (Popular copyrights) '35 N. Y., Macaulay .75

Lehman, Paul Evan Fi
Blood of the West. 252p. D (Popular copyrights) '35 N. Y., Macaulay .75

Lenski, Lois Ju
Sugarplum House; il. by the author. no p. il. (col.) obl. S c. N. Y., Harper bds., 1.00
A picture-story-book about the three little Sugarplum children and Timmie, the puppy that came to live with them.

Leroux, Gaston Fi
The kiss that killed. 264p. D (Popular copyrights) '35 N. Y., Macaulay .75

Let's read; 3 b'ks. various p. il. (pt. col.) S [c. '35] N. Y., Scribner bds., 2.00 b'x'd
A set for children who have just learned to read. Contains "Christopher" by Marjorie Flack, "Sailor Sam" by Alice Dalgleish and "The Pet Parade" by Evelyn Ray Sickels.

Long, Huey Pierce
My first days in the White House. 146p. il. (pors.) D c. Harrisburg, Pa., Telegraph Press 1.50
A presentation, by the late Senator from Louisiana, of the policies and programs he intended to put into effect, should he become President, and of the results which he believed would come from them. Related as though these events had actually happened.

Low, Ruth Irma Ju
The adventures of Bunny Bob-tail. 142p. il. D c. Bost., Lothrop 1.25
The adventures of a little bunny told for children from 5 to 8.

Ju
In storyland. 175p. il. D c. Bost., Lothrop 1.25
Twenty-five fairy tales for children from 6 to 9.

Lull, Richard Swann Sc
Fossils; what they tell us of plants and animals of the past [trade ed.]. 114p. (bibl.) il. O (Highlights of modern knowledge) ['35] N. Y., Univ. Soc. 1.00; pap., .65

Lyons, Ruth Fi
Tomorrow's rapture. 250p. D (Popular copyrights) '35 N. Y., Macaulay .75

MacCurdy, George Grant Sc
The coming of man, pre-man and historic man [trade ed.]. 157p. (bibl.) il. O (Highlights of modern knowledge) ['35] N. Y., Univ. Soc. 1.00; pap., .65

Kovács, Richard
Electrotherapy and light therapy; 2nd ed., rev. 696p. (bibls.) il. (col. front.), diagrs. O '35 Phil., Lea & Febiger 7.50

Lazenby, C. D.
Basic bookkeeping and accounting; b'k 1; 2nd ed. [5 units]. various p. Q [c. '35] Lincoln, Nebr., Univ. Pub. Co. pap., 1.28

McDaniel, Douglass Scarborough Re
Love looks at death. 103p. D [c. '35] Nashville, [S. S. B'd of So. Bapt. Convention] .75
Poems, Biblical quotations and other words of consolation for the bereaved.

McLachlan, N W.
Noise; a comprehensive survey from every point of view. 155p. (bibl. notes) D '35 N. Y., Oxford 2.25

MacManus, Francis Fi
Stand and give challenge. 269p. il. D [c. '35] N. Y., Loring & Mussey 2.00
A novel based upon the life of Donnacha Ruadh, Irish poet and patriot.

Mallowan, M. E. L. and Rose, J. Cruikshank Ar
Prehistoric Assyria; the excavations at Tall Arpachiyah, 1933 (reprinted from Iraq, v. 2, pt. 1). 192p. il. Q '35 N. Y., Oxford 7.00

Malmstead, Lilyan Isabelle
Awaken your sleeping beauty. 96p. il. O [c. '35] N. Y., Dutton 1.75
An outline of the author's system for achieving a beautiful and healthy body without strenuous exercise and diet.

Mansfield, Mrs. Norma Bicknell Ju
Boss of the Ragged O; il. by Ruth King. 282p. D [c. '35] N. Y., Farrar & Rinehart 1.75
A mystery-adventure story of the West for older girls.

Marble, Annie Russell [Mrs. Charles Francis Marble] Bi
From 'prentice to patron; the life story of Isaiah Thomas. 338p. (3p. bibl., bibl. notes) il. O c. N. Y., Appleton-Century 3.00
A biography of a distinguished American of colonial times—Isaiah Thomas, expert printer, educator, social reformer, patriot, and founder of the American Antiquarian Society.

Masterman, Walter S. Fi
The perjured alibi. 280p. D (Dutton clue mystery) [c. '35] N. Y., Dutton 2.00
To save his friend who was suspected of murder, Dennis Tracey concocted an alibi and soon found himself on the trail of startling mystery and treachery.

Masters, Edgar Lee Bi
Vachel Lindsay; a poet in America. 401p. il. O c. N. Y., Scribner 3.00
The first biography of a peculiarly American poet who died in 1931.

Meredith, L. Douglas Bu
Merchandising for banks, trust companies and investment houses. 390p. (6p. bibl.) O c. [Cambridge, Mass.] Bankers Pub. Co. 5.00

Miller, Mary Owings Po
Sand dunes, and other poems. 48p. O '35 N. Y., Paebar Co. 2.00

Miln, Mrs. Louise Jordan Fi
Peng Wee's harvest. 346p. D (Copyright fiction) [c. '33] N. Y., Burt .75

Monckton, Ella M. Ju
The go-to-bed book; il. by Clifford Webb. 75p. il. (pt. col.) O ['35] N. Y., Warne bds., 1.00
Stories for the good-night reading hour between bath and bedtime.

Montgomery, Guy, ed.
An anthology of English classics. 756p. D [c. '35] N. Y., Farrar & Rinehart 2.40

Morgan, Alfred Powell Ju
A first electrical book for boys. 221p. il., diagrs. O c. N. Y., Scribner 2.50
The history and fundamentals of electricity. Fully illustrated.

Morley, Christopher C. I.
Old Loopy; a love letter for Chicago. 17p. il. O c. Chic., Argus B'ks 1.00
Fifteen hundred copies were published on August 26th. The first edition may be identified by the fact that there is no reference to a second printing.

Mowery, William Byron Fi
The Silver Hawk. 336p. D (Copyright fiction) [c. '28, '29] N. Y., Burt .75

Nelson, Al. P. Fi
The Slash Forty-four. 258p. D (Copyright fiction) [c. '34] N. Y., [Burt] .75

Nelson, Lawrence Fi
Stay-at-home. 267p. D (Arcadia House pub'n) [c. '35] [N. Y., Godwin] 2.00
A romance with a background of small town life.

Next five years. 336p. O '35 N. Y., Macmillan 2.50

Nicolay, Helen Ju
The boys' life of Benjamin Franklin. 337p. il. O c. N. Y., Appleton-Century 2.50
The life story of a famous American of the early 18th century whose career was versatile and remarkable.

Noble, Richmond
Shakespeare's Biblical knowledge. 314p. O '35 N. Y., Macmillan 3.75

Olson, Eudora Landstrom Ju
Stories of Jesus, for little children; bk. 1. 48p. il. O [c. '35] Rock Island, Ill., Augustana B'k bds., .25

One hundred and one world's great mystery stories, The. 842p. O [c. '28] N. Y., Blue Ribbon B'ks Fi 1.00

McCurley, J. Bernard
Methods of measurement of dielectric characteristics at commercial frequencies. 17p. diagrs. O '35 Balt., Johns Hopkins Press pap., .17

McKee, Samuel, jr.
Visual outline of American history; pts. 1 and 2. 137p.; 136p. O (Students outline ser.) [c. '35] N. Y., Longmans pap., 1.00, ea.; college ed., .75, ea.

McNeill, Rev. Leon A. and Aaron, Madeleine
Test exercises for use with The means of grace. 40p. D (Mystical body of Christ ser. of religion textb'ks) [c. '35] [Paterson, N. J., St. Anthony Guild Press] pap., .15; key for scoring, .02

New York State franchise tax on business corporations (corporation income tax); amendments of 1935. 58p. S [c. '35] N. Y., Guaranty Trust Co., 140 B'way pap., apply

1935 everyman's income tax; information every taxpayer should have in preparing tax returns. 32p. O '35 Chic., Commerce Clearing House apply

O'Brien, Fr. Isidore
The ten commandments of reason. 54p. front. T [c. '35] Paterson, N. J., St. Anthony Guild Press pap., .15

Orcutt, William Dana Bi
Celebrities off parade. 287p. il. (pors.) O c. Chic., Willett, Clark & Co.
2.75; lim., signed ed., 10.00, b'x'd
A well-known American author writes informally of the many celebrities he has known.

O'Shea, Mrs. Elena Zamora
El Mesquite; a story of the early Spanish settlements between the Nueces and the Rio Grande as told by "La posta del palo alto." 96p. D [c. '35] Dallas, Mathis Pub. Co., 511 Insurance Bldg. 1.50

Page, Stanley Hart Fi
The tragic curtain. 294p. D [c. '35] N. Y., Dial Press 2.00
A series of murders and attempted murders solved by Christopher Hand.

Parrott, Mrs. Katherine Ursula Towle Fi
Dream without ending. 344p. D c. N. Y., Longmans 2.00
Two novelettes laid in the West Indies, two short stories of modern Russia, and four of American life.

Patrick, Q., pseud. [Martha Mott Kelly and Richard Wilson Webb] Fi
S. S. Murder. 307p. diagrs. D (Copyright fiction) [c. '33] N. Y., Burt .75

Payne, Mrs. Elisabeth Stancy Magovern Fi
Out of the dusk. 311p. D (Copyright fiction) [c. '34] N. Y., Burt .75

Pearson, Hesketh Bi-Mu
Gilbert and Sullivan; a biography. 317p. (4p. bibl.) il. (pors.) O c. N. Y., Harper 3.00
An account of the interrelated lives and personalities of Gilbert and Sullivan, famous Victorians who formed the greatest partnership in the history of comic opera.

Perry, Montanye [Mrs. Armstrong Perry] Fi
Diana. 196p. D [c. '35] N. Y., Abingdon 1.50
A wholesome romance laid in Hollywood, Chicago and Mexico.

Pertwee, Roland Fi
Princess by proxy. 258p. D (Copyright fiction) [c. '34] N. Y., Burt .75

Pierrot, George Francis Ju
The vagabond trail; around the world in one hundred days; foreword by Lowell Thomas; il. by Robert M. Brinkerhoff. 262p. il., map D '35, c. '32-'35 N. Y., Appleton-Century 2.00
An account of the delightful and adventurous trip around the world taken by the author and illustrator. For boys.

Plaisted, Thais M. Ar
An integrated course in art appreciation. 300p. '35 Los Angeles, Ray Marsh Fox, 1169 N. Virgil St. 3.00

Pollock, Channing Fi
Synthetic gentleman. 314p. D (Copyright fiction) [c. '34] N. Y., Burt .75

Prime, John H. Bu
Analysis of industrial securities. 376p. O c. N. Y., Prentice-Hall 4.00; text ed., 3.50
For the investor and the student of security analysis. The author is associate professor of finance in New York University.

Rice, Alice Caldwell Hegan [Mrs. Cale Young Rice] Fi
Mrs. Wiggs of the Cabbage Patch; Lovey Mary; 2 v. [gift ed.]. 154p.; 209p. il. S '35, c. '01-'30 N. Y., Appleton-Century 2.50, b'x'd

Rich, Daniel Catton Ar
Seurat and the evolution of "La Grande Jatte." 139p. (2p. bibl.) il. D (Renaissaince Soc.; Studies of meaning in art) [c. '35] Chic., Univ. of Chic. Press pap., 1.50
With sixty plates reproducing Seurat's paintings.

Riker, Thad Weed Hi
A short history of modern Europe. 903p. (bibls.) il., maps (pt. col.) O c. N. Y., Macmillan buck., 3.50
The author is professor of modern European history at the University of Texas.

Roan, Tom Fi
Smoky River. 288p. '35 N. Y., Godwin 2.00

Roberts, Hazel Van Dyke Bi-Ec
Boisguilbert, economist of the reign of Louis XIV. 388p. (6p. bibl.) O c. N. Y., Columbia Univ. Press buck., 3.50
This study of the life and thought of Boisguilbert presents him as the forerunner of Adam Smith and the real father of political economy.

Robins, Denise Fi
Never give all. 250p. D (Popular copyrights) '35 N. Y., Macaulay .75

Rohmer, Sax, pseud. [Arthur Sarsfield Ward] Fi
The trail of Fu Manchu. 336p. D (Copyright fiction) [c. '34] N. Y., Burt .75

Rollins, Philip Ashton, ed. Hi
The discovery of the Oregon Trail. 528p. (bibl. notes) il., maps O c. N. Y., Scribner buck., 7.50
"Robert Stuart's narratives of his overland trip eastward from Astoria in 1812-13. From the original manuscripts in the collection of William Robertson Coe, Esq. To which is added an account of the Tonquin's voyage and of events at Fort Astoria (1811-12) and Wilson Price Hunt's diary of his overland trip westward to Astoria in 1811-12. Translated from Nouvelles Annales des Voyages, Paris, 1821."

Rumbold, Captain C. E. A. L. Sp
Yacht cruising on inland waterways from the Baltic to the Mediterranean. 213p. il., maps, diagrs. D '35 N. Y., Oxford 3.75

Saito, Hirosi
Japan's policies and purposes; selections from recent addresses and writings. 241p. O c. Bost., Marshall Jones 2.50
By the Japanese Ambassador to the United States.

Sanders, Charles Wesley Fi
Killer's code. 290p. D (Copyright fiction) [c. '34] N. Y., Burt .75

Schoffelmayer, Victor H.
Texas at the crossroads; a Texas editor looks at changing Europe as it affects the Southwest. 248p. il., maps D [c. '35] Dallas, A. H. Belo Corp., c/o The Dallas News 1.00

Pennington, Edgar Legare
The beginnings of the library in Charles Town, South Carolina. 31p. O '35 Worcester, Mass., Amer. Antiquarian Soc. apply

Public library (The); a vital need; a clip sheet for newspapers and magazines. 34p. O '35 Chic., Amer. Lib. Ass'n pap., .25

Schrembs, Bp. Joseph and others **Mu**
The Gregorian Chant manual of The Catholic music hour. 350p. (5p. bibl.) il. Q [c. '35] Newark, N. J., Silver, Burdett 3.00

Seabury, David
Keep your wits. 236p. O [c. '35] N. Y., Whittlesey House, McGraw-Hill 2.00
A consulting psychologist advises us on how to increase our capacity for clear-headed thinking.

Seaford, Caroline **Fi**
Glory jam. 317p. D (Copyright fiction) [c. '34] N. Y., Burt .75

Sharpe, May Churchill **Bi**
Chicago May: her story. 336p. D (Popular copyrights) '35 N. Y., Macaulay .75

Shumate, Harold **Fi**
Roué the fourth. 318p. D (Popular copyrights) '35 N. Y., Macaulay .75

Silone, Ignazio **★ Fi**
Mr. Aristotle; tr. from the Italian by Samuel Putnam. 221p. il. D [c. '35] N. Y., McBride 2.00
Five short stories of Italian peasants, with a note on Ignazio Silone by Nettie Sutro.

Sims, Mrs. Marian **Fi**
Morning star. 320p. D (Copyright fiction) [c. '34] N. Y., Burt .75

Singer, Caroline [Mrs. Cyrus Le Roy Baldridge] and Baldridge, Cyrus Le Roy **Ju**
Boomba lives in Africa [il. by Cyrus Le Roy Baldridge]. no p. il. (col.), map O c. [N. Y.], Holiday House, 225 Varick St. bds., 1.75
A story of the life of a little African boy. The first book issued by a new juvenile publishing house. See also *Andersen*.

Skene, Macgregor
A flower book for the pocket. 380p. il. T '35 N. Y., Oxford 3.00

Smith, Lawrence Breese (Lon Smith) **Po**
The Sunlight Kid, and other western verses. 120p. il. O [c. '35] N. Y., Dutton 2.50
With full-page illustrations from photographs.

Soboleff, Leonid **★ Fi**
Romanoff; abridged version; tr. [from the Russian] by Alfred Fremantle. 311p. O c. N. Y., Longmans 2.50
Romanoff is a Russian battleship and in the life of the men aboard her are depicted the events leading up to the declaration of war in 1914.

Sowers, Mrs. Phyllis Ayer **Ju**
Carlos and Lola; a boy and girl of the Philippines. 150p. il. (pt. col.) O [c. '35] N. Y., Crowell 1.50
A story of two Philippine children's everyday life, for boys and girls from 8 to 12.

Spotswood, Claire Myers **Fi**
The unpredictable adventure; a comedy of woman's independence. 468p. D c. Garden City, N. Y., Doubleday 2.50
An allegorical tale of a modern girl exploring the world, with modern writers such as Dreiser, Briffault and Cabell as her guides to the problems of sex, morality and religion.

Strachey, Evelyn John St. Loe
The coming struggle for power; new introd. by the author. 412p. (bibl. footnotes) D (Modern Lib. giant, 22) [c. '33, '35] N. Y., Modern Lib. 1.00

Strayer, George Drayton and Upton, Clifford Brewster
Practical junior mathematics; b'k 2. 424p. il., diagrs. D [c. '29-'35] N. Y., Amer. B'k .92
Based on Strayer-Upton "Practical Arithmetics—Third Book" and Strayer-Upton "Junior Mathematics—Book 2."

Sutton, Anne **Ju**
The silver goblet; a story of Martin Luther's boyhood. 95p. S ['35] Rock Island, Ill., Augustana B'k bds., .30

Targ, William
Lafcadio Hearn; first editions and values. 56p. front. D c. '35 Chic., Black Archer Press bds., 1.00; signed ed., 2.50

Tarrant, Margaret Winifred and Dutton, Lewis **Ju**
Joan in Flowerland; il. by Margaret Tarrant. 59p. il. (pt. col.) O ['35] N. Y., Warne 2.00
Tinkler the elf helps a little girl find the fairies among the wild flowers.

Taylor, Grant **Fi**
Caravan into Canaan. 320p. D (Copyright fiction) [c. '32, '34] [N. Y., Burt] .75

Taylor, Katharine Haviland **Fi**
New ground. 320p. D [c. '35] Phil., Lippincott 2.00
A jealous stepmother, only five years her senior, almost spoils Anne's romance.

Sellers, Jack
Songs of the sea [verse]. 24p. O '35 N. Y., Parnassus Press pap., .50

Sites, Maud Kay
The Japanese cherry trees in Washington, D. C. 8p. il. F [c. '35] Balt., N. T. A. Munder, 2335 Linden Ave. apply

Sizelove, Oliver James
Platers' guidebook; revised solutions; 4th ed. 64p. D '35 N. Y., Metal Industry & Electro-Platers' Review, 116 John St. .25

Stabler, Charles Norman
The financial section of a newspaper [college ed.]. 66p. diagrs. O '35 N. Y., N. Y. Herald Tribune, 230 W. 41st St. apply

U. S. Committee on Economic Security
Toward economic security; a review of President Roosevelt's economic security program. 16p. O ['35] Wash., D. C. [Gov't Pr. Off.; Sup't of Doc.] pap., apply

Vanderdoes, Jacob and others
Combustion engine fuels and heat. 178p. il., diagrs. D (Blueb'ks, 349c) '35 Scranton, Pa., Internat'l Textb'k Co. lea. cl., 1.75

Weber, Rudolf H.
Dow theory applied to common stock investments. 16p. D [c. '35] N. Y. [Internat'l Press] apply

Wheeler, Paul Mowbray
America through British eyes; a study of the attitude of The Edinburgh Review toward the United States of America from 1802-1861. 54p. O '35 Balt., Johns Hopkins Press pap., .54

Wichers, H. E. and Pennell, Ellen L., eds.
How to modernize your farm home. 51p. il. O c. '35 Des Moines, Ia., Meredith Pub. Co. apply

Wilson, H. L. and Price, W. V.
The manufacture of brick cheese. 11p. il., diagrs. O (U. S. Dept. of Agri. circular no. 359) '35 Wash., D. C. [Gov't Pr. Off.; Sup't of Doc.] pap., .05

Witman, Shepherd L.
Visual outline of comparative government. 94p. diagrs. Q (Students outline ser.) [c. '35] N. Y., Longmans pap., 1.25; college ed., 1.00

Thompson, Mrs. Mary Wolfe **Ju**
Moccasins on the trail. 313p. (bibl.) il. D c. N. Y., Longmans 2.00
The adventures of two Algonquin Indian boys in the days before the coming of the white man.

Tunberg, Karl **Fi**
While the crowd cheers. 256p. D [c. '35] N. Y., Macaulay 2.00
A novel that reveals what happens to a football hero and the hero-worshipping girl who married him, after college days.

Vamba, pseud. (Luigi Bertelli) **★ Ju**
The emperor of the ants; tr. [from the Italian] by Nicola di Pietro. 246p. il. (col. front.) O [c. '35] N. Y., Crowell 1.50
This story of a schoolboy who was changed into an ant reveals the wonders of insect life to children from 8 to 12.

Vance, Louis Joseph **Fi**
The Lone Wolf's last prowl. 223p. D (Copyright fiction) [c. '34] [N. Y., Burt] .75

★ Tr
Voyage of the Chelyuskin (The); by members of the expedition; tr. [from the Russian] by Alec Brown. 337p. il., maps, diagrs. O c. N. Y., Macmillan buck., 3.50
This narrative of the adventures of the expedition of Russian scientists and explorers, who, in 1933, tried to ascertain whether an ordinary cargo boat, the *Chelyuskin*, could navigate the Northeast Passage and round the northern extremity of Asia, is told by the members of the expedition and by the aviators who came to their rescue.

Wagenknecht, Edward Charles **Bi**
Mark Twain, the man and his work. 311p. (10p. bibl.) front. (por.) O (Kingsley Trust Ass'n Pub'n Fund) c. New Haven, Conn., Yale 3.00
A full-length portrait and analysis of Mark Twain —his life, his character and his work.

Walker, Rollin Hough **Re**
Paul's secret of power. 181p. D [c. '35] N. Y., Abingdon 1.00
A study of Paul's successful technique for vital living.

Watcyn-William, Morgan **Re**
The Beatitudes in the modern world. 136p. D [n. d.] N. Y., Round Table Press 1.50
Re-interpretation of the Beatitudes for world conditions today.

Webster, Noah
The new national Webster dictionary, for school, home and office, self-pronouncing; ed. by Joseph Devlin. 936p. maps (col.) D c. N. Y., Burt lea. cl., 1.00

Weschcke, Charles
Overcoming sleeplessness. 76p. front. S [c. '35] St. Paul, The Book Masters, 810 Grand Ave. 1.00
Practical advice on how to overcome insomnia and derive the greatest benefit from sleep. The first book issued by a new publishing house.

Whicher, George Meason **Po**
Amity street, and other lighthearted verse; lim., numbered ed. 78p. D c. '35 Amherst, Mass., The B'kmart bds., 1.35

Wiggam, Albert Edward
The new decalogue of science. 302p. O [c. '22, '23] N. Y., Blue Ribbon B'ks 1.00

Wilde, Oscar [Sebastian Melmoth, pseud.]
The essays of Oscar Wilde. 634p. D (Bonib'ks, 34) ['35, c. '16] [N. Y.], Boni 1.00

Fi
The novels and fairy tales of Oscar Wilde. 734p. D (Bonib'ks, 33) ['35, c. '15] [N. Y.], Boni 1.00

Dr
The plays of Oscar Wilde. 672p. D (Bonib'ks, 30) [c. '14] [N. Y.], Boni 1.00

Po
The poems of Oscar Wilde. 643p. D (Bonib'ks, 31) ['35, c. '16] [N. Y.], Boni 1.00
The prose of Oscar Wilde. 815p. D (Bonib'ks, 32) ['35, c. '05-'16] [N. Y.], Boni 1.00

Willard, Daniel Everett **Sc**
Montana, the geological story. 373p. (2p. bibl.) il., maps, diagrs. O c. [St. Paul, Minn., Author, Railway Bldg.] 2.50

Wolfe, Right Rev. Msgr. John Marcus **Re**
Essays in culture. 325p. D [c. '35] Bost., Stratford 2.50
The influence of the Catholic Church on cultural and spiritual development.

Wreden, Nicholas **Bi**
The unmaking of a Russian. 317p. O [c. '35] N. Y., Norton 3.00
A personal narrative of the Russian Revolution as seen through the eyes of a young Russian, a member of the landed aristocracy, who went through every phase of it until he finally escaped to Copenhagen and eventually came to America. He is now assistant manager of the Doubleday, Doran Bookshop in St. Louis.

Yeager, Frances and Colter, Eli **Bi-Tr**
Jungle woman. 319p. il. O c. N. Y., Appleton-Century 3.00
The terrifying experiences of Mrs. Frances Yeager, first white woman to live in the Sumatra jungle.

September Title Index

The number in parenthesis at the end of each entry refers to the week in September in which the book was listed in The Weekly Record.

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OLD & RARE BOOKS

FREDERICK M. HOPKINS

If Gamaliel Bradford had lived, could have gathered the material with his usual thoroughness, and used Huey Long as one of his psychographs, what a delightful subject it would have been for him, and what an interesting chapter it would have made for the reader! Nowhere has there been a character sketch that portrays his many-sided and versatile nature. Long was a close and accurate observer with a marvelously retentive memory, and a rapidity of thought and action that was a natural gift. His experience as a senator was brief, but he mastered the intricacies of parliamentary usage and precedent and familiarity with senatorial tradition in short order, and was an expert troublemaker with scarcely a parallel in Congressional history. It is said that he had read the Bible from cover to cover seven times, and he could quote Scripture like a bishop. In his early political campaigning in Louisiana his use of Biblical illustration confounded his opponents. He loved music, was familiar with the history of its development, was something of a song composer, and could handle the bandmaster's baton with an agility and grace that brought applause from both sides of a street. He was familiar with a wide range of political history and struggles since the early days of the Republic. He had read stump speeches, orations, and the debates in Congress, with much of the concentration and relish of the confirmed devotee of magazine fiction. What he read, incidents and phraseology, clung to his memory and could be appropriated with little effort. All this has been noted, and is apparently more or less known. A flashlight on this singular man comes to us that shows new light on his many-sided interests. A person having something to do with rare books and autographic material, who had had some correspondence with Senator Long, called at the Capitol during the closing days of the last session of Congress to see him. He had run across some letters of the senator's ancestors, and he thought that they might be of interest. The senator was glad to get them, and told an incident of one of the writers of these letters, and then impulsively inquired: "What will the first edition of Spenser's "Faerie Queene" cost me?" When told its approximate value, he replied: "I am reading Spenser spare moments and he is becoming a passion with me. Keats led me to Spenser. I can well understand the inspiration he was to this young English poet. Keats to me is the prince of poets. When I ran across a copy of 'The Odes of Keats' in the Clarendon Press edition, I was fascinated with his 'Ode on a Grecian Urn' and 'To Autumn.'" And he quoted from memory the three stanzas of the latter with a correctness and effectiveness of expression that bore unmistakable evidence of his appreciation and understanding. "And I want the first editions of the three volumes of Keats published during his lifetime as nearly as possible as they came from the press. Don't forget this." The whole conversation was at rapid-fire speed. Our correspondent says: "Senator Long had a gifted mind and a passion for finer things. He was sidetracked in the political bogs, and his tragic end was not the greatest tragedy of all." If Gamaliel Bradford had been privileged to add one more character to his "Damaged Souls," that of Huey Long would not have been the least interesting in the absorbing volume.

Dr. Rosenbach has purchased another copy of the First Folio of Shakespeare published in London in 1623. In 1933 he paid the record price of $61,770 for the Earl of Roseberry copy, which was remarkable for its fine condition. Evidently he regards the association interest of this volume as giving it greater distinction than "superb condition," for he says that he regards it as his greatest acquisition in recent years. This copy is said to have been bought in 1623, the year it was published, by Cotton Mather and brought to America in a sister ship of

the *Mayflower*. Sir Sidney Lee lists it as the first copy of the First Folio to come to America, and there is no doubt about that. In addition to this record, of unique interest to an American collector, the volume contains the autographs of several famous scholars and Shakespearian actors. A year before he died, in 1865, Edward Everett, orator and statesman, wrote in this copy: "It is said that manuscripts of the Pandects at Florence used to be exhibited with lighted tapers, as a sacred relic. I should be more inclined to pay that honor to the First Folio of Shakespeare." Edwin Booth and Fanny Janauschek autographed the volume on November 3, 1868, four days before they opened together in Boston in "Macbeth" with Mme Janauschek speaking Lady Macbeth's lines in German. Adalaide Ristori, the Italian actress, Helena Modjeska, who was famous for her Rosalind, and Thomas Salvini, who played Othello to Booth's Iago, also signed the volume. The latest autograph, dated 1901, is that of Coquelin, French actor of Shakespearian roles. This copy of the First Folio will take high rank with any of the 165 known to exist, but to an American Shakespearian collector it would undoubtedly stand first.

THE NEW YORK *Times*, musing upon the happy bucolic surroundings of Farmer Roosevelt at Hyde Park, observes that the "Old Farmer's Almanac" hangs by a string from a nail on the kitchen wall. This simple announcement has provoked widespread favorable comment. One remarked that the "Old Farmer's Almanac" is the true compendium of New England common sense, and those homely observations upon sound husbandry which have brightened its issues year after year since 1793 are as true today as when Washington was President. An almanac collector says that his collection "has been a sound teacher and its philosophy practical, elevating, and permanently useful and inspiring." An editorial critic notes that "as you pass through the country you can almost pick out those farms where the 'Almanac' hangs by the chimney-side, dog-eared with much handling. The orchards are pruned, the fences are in repair, the barns are painted, there are flowers in the front-door yard." And many more similar remarks have appeared in the press. Early almanacs have had many collectors, and even files of the "Old Farmer's Almanac" would not go begging. Recent tributes and general publicity ought to encourage old collectors and make some new ones.

THE NEW YORK HISTORICAL SOCIETY is holding an exhibition of historical material relating to the Federal Constitution and its adoption which will be continued until the end of this month. The society is rich in books, pamphlets, broadsides, documents, autograph letters—original source material of the greatest historical value. There is a first edition of "The Federalist," containing the writings of Hamilton, Madison and Jay in favor of the adoption of the Constitution by New York. These contributions were first printed in the *New York Independent Journal* under the anonym "Publius," and a copy of the bound editions of the paper for that period is on view opened at the first contribution on October 27, 1787. The exhibit includes a printed draft of the Constitution as reported to the Federal Convention on September 12, 1787. There are tables and chairs used by the convention, and the handwritten account of the proceedings by Rufus King, a manuscript of special historical value since the proceedings were secret and the journal edited by John Quincy Adams and printed in 1819 is incomplete. There are numerous other items of similar historical interest and value.

NO. 1, OF VOL. VII of *The Month at Goodspeed's* is as bright in text and attractive in illustration as any of the sixty numbers that have preceded it. Some of the items offered in this issue are the two-volume edition of Plutarch's "Lives," which Jensen printed at Venice in 1478; a copperplate facsimile of an early view of Amherst College, an association copy of the first issue of the first edition of Longfellow's "Hiawatha"; a presentation copy of Robinson's "The Children of the Night," first edition; a hand-colored aquatint of "The Wynnstay Hunt," by Davey in 1855, after a painting by Henry Calvert; and many other items of similar interest, together with a real bargain list of "Dollar First Editions," in original bindings in good second-hand condition. This little magazine, for it is more than a catalog, has had some imitators but they have not lasted long. In one of his paragraphs the editor says "You must have noticed how we drag in all the human interest in sight," and we add that this is what has given this publication its unique charm. Its imitators have failed at this very point.

THE LAW LIBRARY collected by the late Elbridge T. Gerry, of New York, comprising 36,000 volumes ranging from sixteenth century works of great rarity to State Appellate Court reports complete to 1927, has been presented by Senator Peter G. Gerry of Rhode Island to the Supreme Court of the United States and has been placed on the library shelves of the new Supreme Court Building.

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AMERICANA. (No. 38.) Wright Howes, 1144 South Michigan Ave., Chicago, Ill.

AMERICANA, BIOGRAPHY, POLITICS, ETC. (No. 24; Items 740.) Old Hickory Bookshop, 65 Fifth Ave., New York City.

BOOKS FOR OLDER BOYS AND GIRLS. H. R. Huntting Co., Springfield, Mass.

PRESIDENTIAL AUTOGRAPHS, NOTABLE FIRST EDITIONS, RARE BROADSIDES. (No. 2; Items 250.) The American Autograph Shop, Merion Station, Pa.

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PRESS OF THE PIONEERS

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